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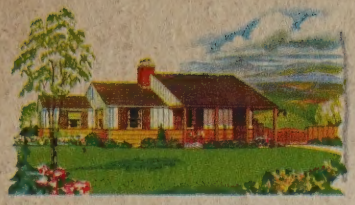

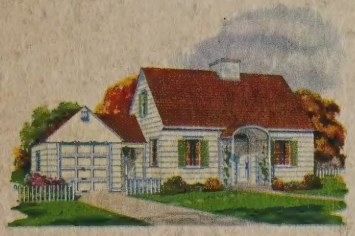

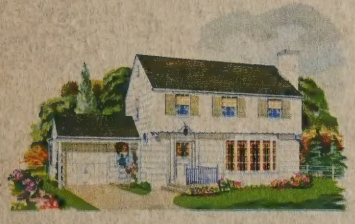

Style Trends

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Home is Where the Heart Is

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BUILDING THE

AMERICANS since the time of the Founding Fathers have been individualists. They resent being compressed into a standardized mold. In no way does this trait exhibit itself more than in their choice of a home. We have only to study the characteristic styles of the New England houses to realize how practical, yet individual, are the homes of the early Americans.

Each home was different and each home met personal requirements. Still, certain basic characteristics of the early American homes held over from one family to the other inbred, as it were, and so we find today that many American families desire traditional Cape Cod homes; others desire modified Colonial homes. There are also those who favor Modern adaptations, and so on. Every American family has varying likes and dislikes, and their homes take on their traits and embody their own ideas.

• Looking ahead:

Thousands of people are dreaming of building a home in the near future. They want to build a new house to fit their individual family needs. It may not be tomorrow; but some day in the not too distant future they look forward to creating their idea of perfection in a home complete in every detail.

In their minds they see this ideal house without any flaws or imperfections,—and yet so seldom is this ideal fully realized *unless* they start planning far in advance of building, seeking advice from those within the building industry who are well qualified by years of practical experience to render aid.

• Down to earth:

Too often people are influenced by some fantastic and impractical idea that leads them astray for awhile. It may have caught their fancy in the public press, or have been shown in one of the magazine advertisements, timed and planned to get their attention.

There *will be* improvements and there *will be* new materials and products built into the home of the future, but there will still be basic design, basic functional requirements, basic construction methods, and houses as always will be worth what they cost proportionate to their architectural merit and soundness of construction.

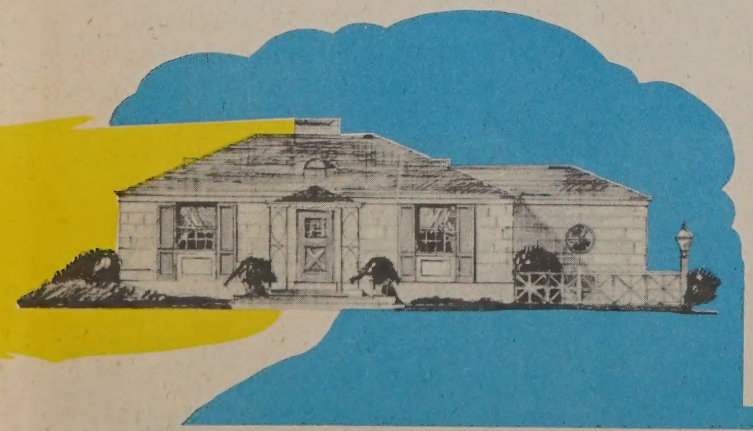
INDIVIDUAL HOME

• A heartwarming experience:

To build a home is one of the most heartwarming things in the world! Its actual consummation can be a great adventure, and like everything else, it starts with a dream or an idea, coupled with necessary requirements. First come months of happy anticipation, — a most delightful period. Then through the actual construction time and finally one moves into the new home, turns the key and lets the outside world pass by.

• Develops home character:

Each individual home has a character of its own. It is measured by excellence of architectural design and floor arrangement, by the neighborhood in which it is located, whether it is a suburban house with much space around it or a town house where the lot size is limited. To obtain individuality requires careful thought and planning to personalize the home to one's ideas of better living and practical values. Thus character in a house is developed.



• The American way:

The American way of building a home is to consider the requirements and wishes of the family. Your house may require two or three bedrooms, a basement or a utility room, one or two baths, a large or small kitchen; you may want a hobby or recreation room in your house, or you may not.

All of these and many more items call for personalized selection and planning of your home so that a plan will be chosen that fulfills the desires and needs of all members of your family for comfortable and happy living.

Further, you will want to consider the neighborhood in which the house will be built, where your children will be reared, and what influence the environment will have on these growing children; proximity to schools, churches, recreation facilities, shopping centers, and transportation.

All the modern comforts, closet space, conveniences and innovations that you can afford should be built into your house. They make housekeeping tasks easy and living in the home a pleasant and gratifying experience. New gadgets, unless they have been tested and found practical, should be avoided. The American family will continue to flourish best in the individually-planned home.

• Your new home:

It is to be hoped that the contents of this book will prove interesting and helpful toward enabling you to select or plan with our assistance, a suitable house design for your family, and will also answer many of the questions that have been perplexing you. Complete working drawings are available for all houses illustrated herein. For full information see page 32.

style trends...

WE constantly are asked what future houses will be like, how they will vary, and whether there will be great changes and new style developments that will be unlike anything we have seen in the past, and whether all of the predictions and promises that have been made will come to pass.

It is our conviction, based on years of experience and study and a constant attempt to lead in the production of *new* but *practical* ideas in home building, that *the homes of the future will follow in style very much the architectural patterns of past years* that have proved successful investments, livable and lovely to look at.

Lately homes have been growing better in plan, design, comfort and conveniences until today throughout the land there are thousands of charming small homes, the outgrowth of the traditional architectural styles which adapt themselves well to the tastes and needs of the average American family.

THE POPULAR FUTURE STYLE TRENDS in this country seem toward the continued adaptation and modification of the historical styles. Thus, a tested style, modified and adapted to developments of research and science will result, so that the future home will be complete and inclusive with all the comforts and conveniences desired.

THERE IS NOTHING TO WAIT FOR in these tried and tested styles. Usually the basic characteristics are retained, outmoded details eliminated, modern new features incorporated and the latest methods and materials used.

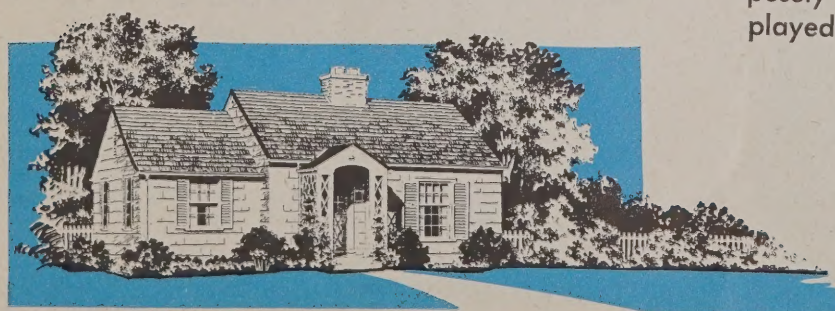
THE INDIVIDUAL HOUSE SHOULD GROW from the needs of the family. For example, one of these may be that the owner wishes his garden in the rear with the living room opening upon the garden. Perhaps the kitchen and service quarters will be best placed at the front of the house. These are but two of many individual ideas that influence the design of a house.

Tradition, climatic conditions, community customs and styles, exposures, views, prevailing winds and the type of property are additional factors which, with many others, will also contribute toward determining the style of your house.

NO MATTER WHAT ARCHITECTURAL STYLE IS CHOSEN, if it is suited to your family needs, to its site, using proper materials and modern methods of construction; if it is well designed and well built, nicely landscaped and expresses character, it will be enjoyed and grow into the affection of its owners as the years pass. It will definitely express its value and thus insure a broad re-sale market.

THERE IS NO REASON WHY THE SMALL HOUSE, architecturally and otherwise, should not be as attractive, as livable, and as interesting as one costing far more. It is not the lavish use of money in its construction and furnishing, but the wisdom and good taste with which you invest your homebuilding dollars that make for satisfaction. The question is not one of how little but how good in terms of pleasant living and lasting values.

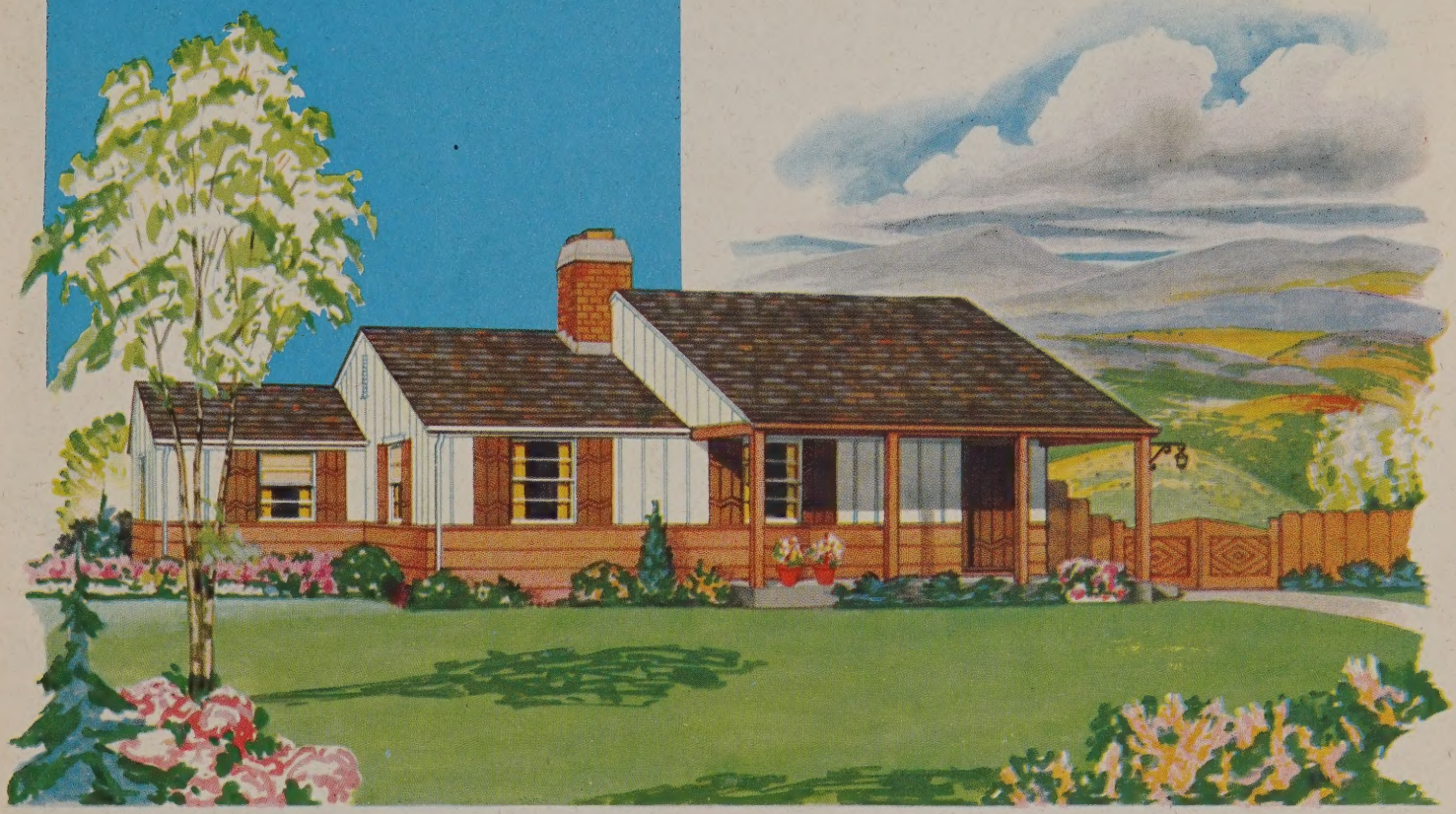
OUR ARCHITECTS HAVE CREATED for your convenience and study a choice variety of small homes which in their judgment are definitely styled to adequately and correctly reflect present and future trends in home architecture. For practical reasons the fanciful and bizarre are purposely omitted. These lovely homes are displayed on the following pages.



COMFORTABLE RANCH HOUSE

THE RANCH HOUSE—*Where land is available, with wider and deeper lots, the house may be more spacious and rambling and take on an entirely different atmosphere. Development in this direction is the Modified Ranch House.*

The effective, rugged, informality of the exterior, with low pitch roof, and wide porches and large picture windows, provide a charming, hospitable American type home.



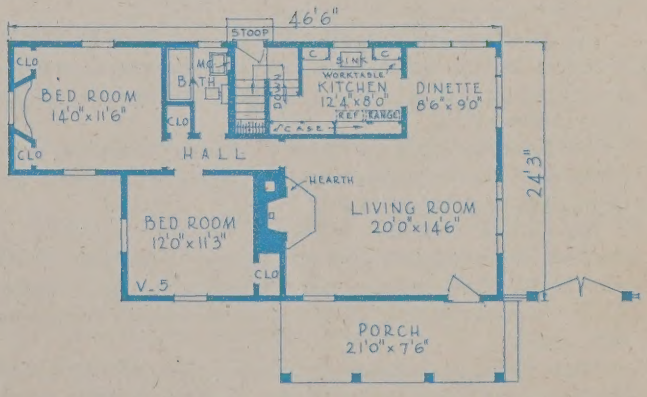
A FINE EXAMPLE of the rambling ranch house type, modified to present-day living conditions. There is a splendid living room opening on to a porch which may be glazed in for winter as an extra weather barrier and to permit furniture to remain in place throughout the year; and screened for summer use.

The fireplace at one end of the living room allows of good furniture grouping in an L shape around the hearth, while a large view window is at the opposite end. A small but adequate dinette opens from a well-arranged kitchen.

There are two bedrooms, both excellently planned with cross-ventilation, one of which has exposure on three sides. Good closets and a very small, compact hall, are noted. In one of the bedrooms is a dressing table built in between the two closets, saving that piece of furniture.

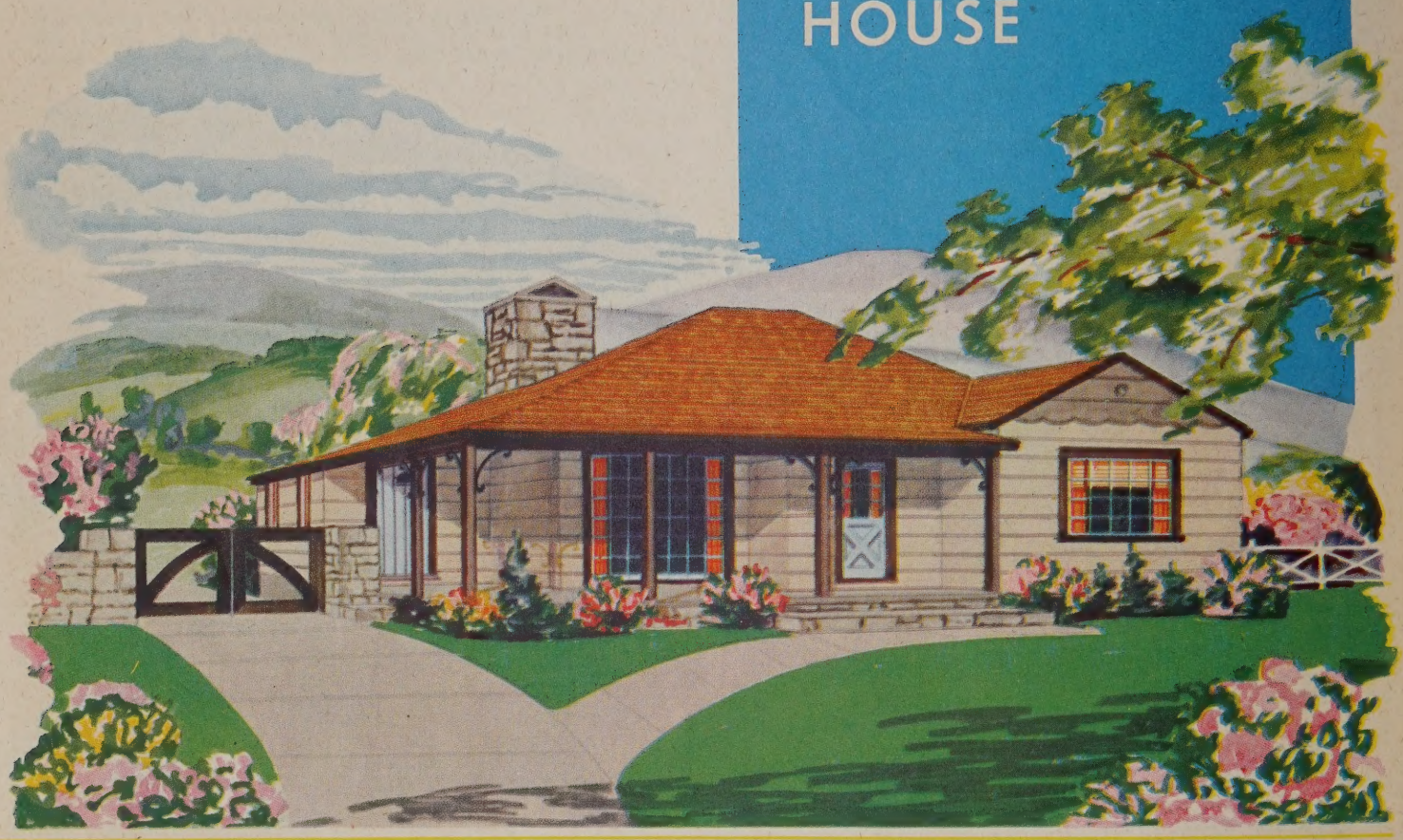
The exterior design of this house is quite interesting with wide horizontal siding below the window sills and vertical planks above. Well landscaped, with spacious lawns, this house will nestle into its setting and be a most attractive and lovely home.

design V-5



CUBIC CONTENTS.....17,000 CU. FT.
CEILING HEIGHT.....8 FT.
HEIGHT OF BASEMENT.....7 FT.

ROMANTIC RANCH HOUSE



design V-6

THIS LITTLE RANCH HOUSE has many unusual and interesting features. It will appeal to the practical-minded, for there is not one square foot of floor area wasted in the plan; it is a lovely, rustic Ranch home.

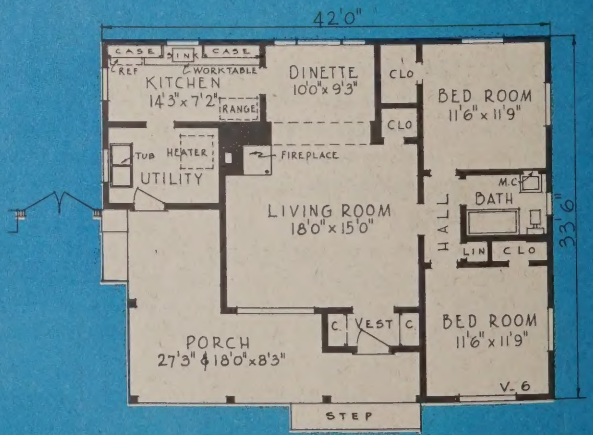
The living room, the main feature of the house, has a typical ranch type fireplace, and wide windows at the front and rear opening on to porches.

The dinette is separated from the living room by a wide dropped ceiling beam, and has perfect cross-ventilation from front to rear,— combining the good features of the open breeze-way.

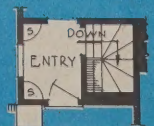
The bedrooms are excellently placed, desirably separated from the living quarters and each with good cross-ventilation and large closets.

The kitchen is ample, well-lighted, and arranged for all modern conveniences. One of the nicest features of the plan is the direct access from the kitchen to the L-shaped porch, making serving of meals on this porch convenient and easy.

The exterior is a rustic ranch house style, of frame construction, with large view windows. A gracious living porch, which should be screened or may be enclosed for winter, is a feature. Altogether this house will make a most desirable home, and will be very appealing in the proper environment. Plans are available either with or without basement.



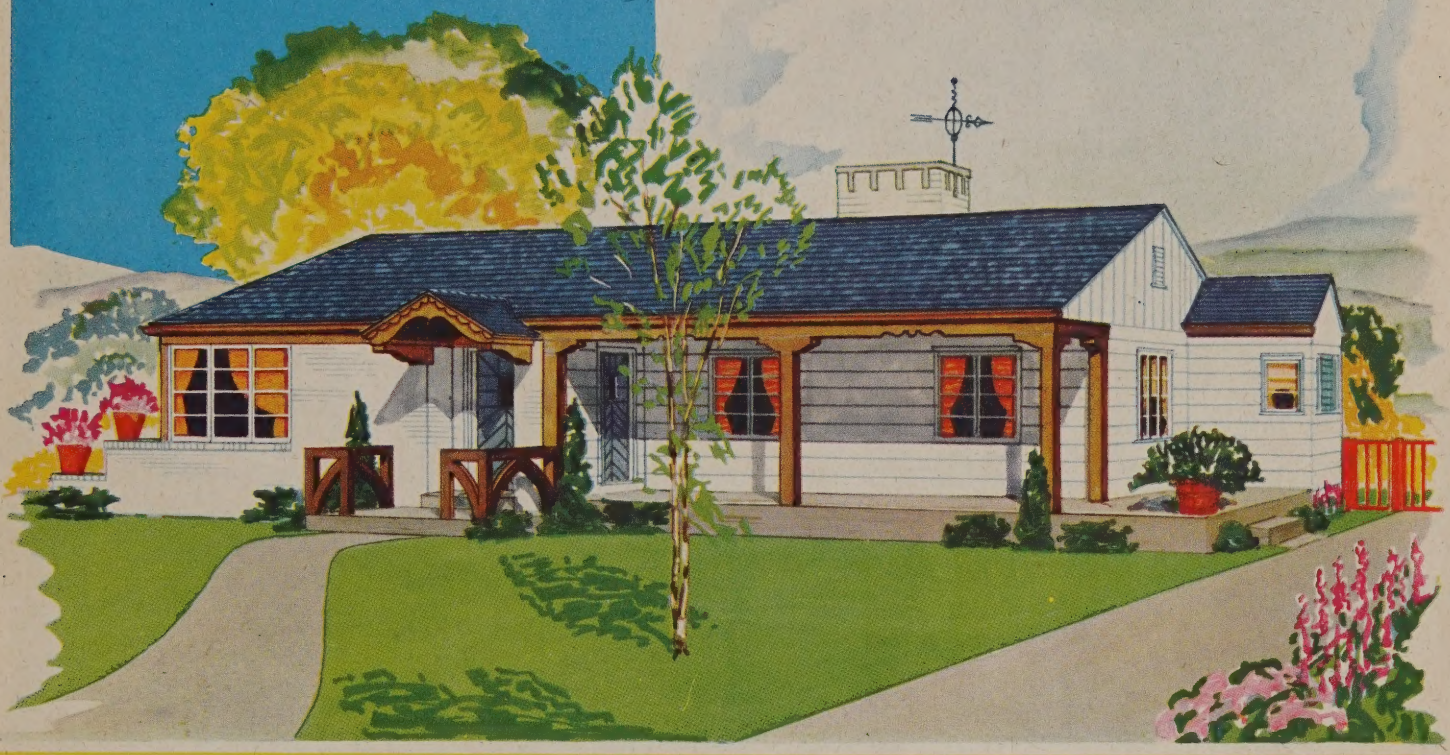
PLAN A - - WITHOUT BASEMENT



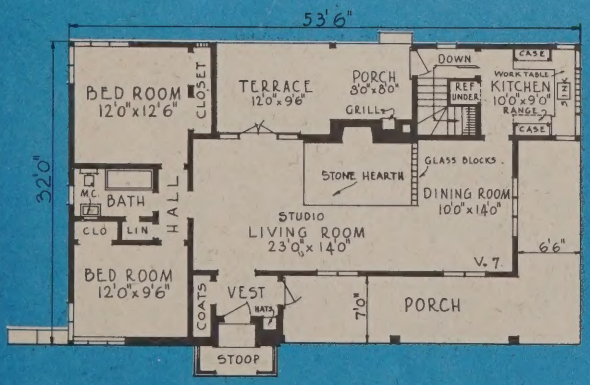
ILLUSTRATING CHANGE IN FLOOR PLAN AND SHOWING WHERE STAIR TO BASEMENT IS LOCATED FOR PLAN B.

CUBIC CONTENTS PLAN A	18,760 CU. FT.
CUBIC CONTENTS PLAN B	24,750 CU. FT.
CEILING HEIGHT	8 FT. 3 IN.
HEIGHT OF BASEMENT PLAN B	7 FT.

TRUE RANCH HOUSE



design V-7



CUBIC CONTENTS.....23,730 CU. FT.
CEILING HEIGHT (STUDIO ROOM).....10 FT.
CEILING HEIGHT (BALANCE).....8 FT.
HEIGHT OF BASEMENT.....7 FT.

A DELIGHTFUL RANCH HOME comprising all the distinctive features of that type,— rambling with the air of the plains, the wide spacious porch and low roof lines, rustic timbered posts and entrance,—all without sacrifice of the modern features to be found within, and now so much in demand.

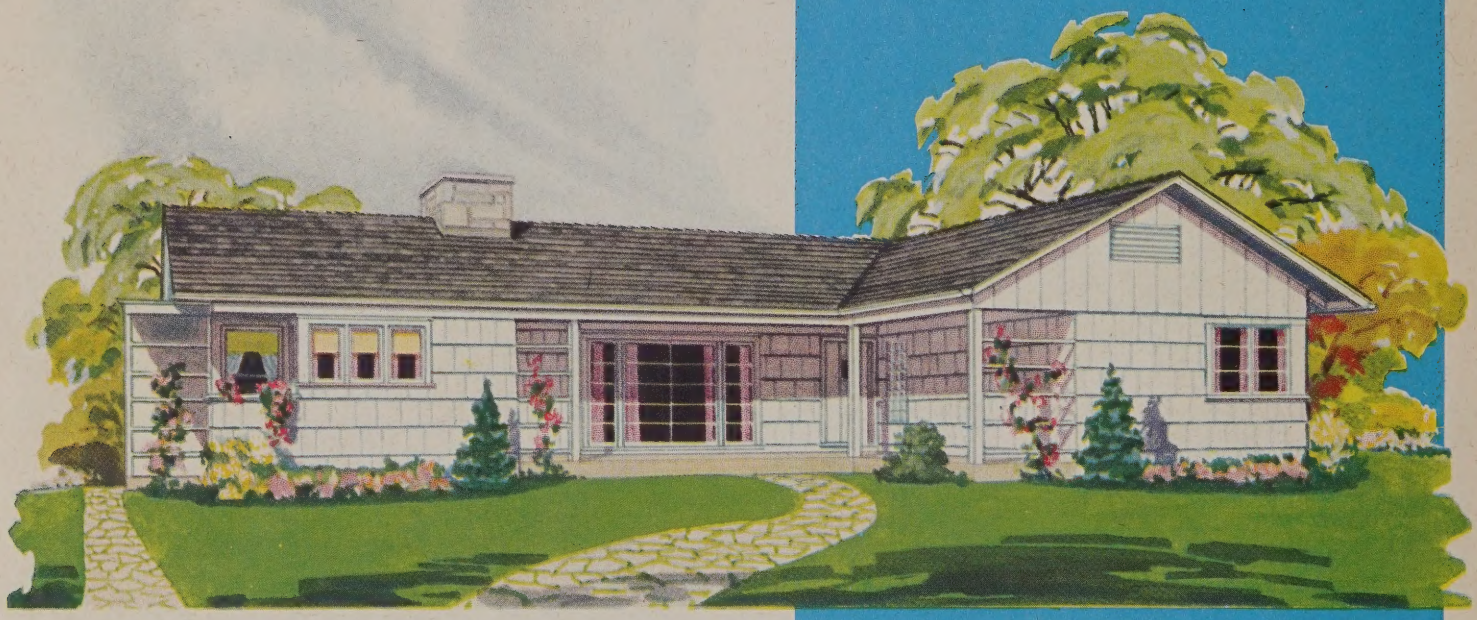
The rear terrace and porch, with the outside grill built into the chimney structure, will prove enjoyable elements of the plan. Here, too, is an excellent outdoor play space for the children during rainy weather.

Inside, a large studio room is partially divided by a glass block partition to form the dining room at the one end and at the same time produce a cozy hearth corner which lends itself well to good furniture groupings.

The kitchen incorporates all the latest modern features into a "U" shaped plan, with a glass block panel above the sink to form a complete bay of light for the work space. Note also, that in the entire plan, abundance of light is emphasized.

FOR A WIDE LOT

MODIFIED RANCH HOUSE
COMPLETELY UP-TO-DATE



design V-8

SELDOM IS FOUND a more practical plan for a livable house than this Modified Ranch House designed for discriminating families who appreciate the maximum of comfort.

First of all, the living room connecting the bedroom suite with the kitchen-dining room group thoroughly segregates these two units so noise and clatter is minimized and cooking odors are also eliminated from the bedrooms.

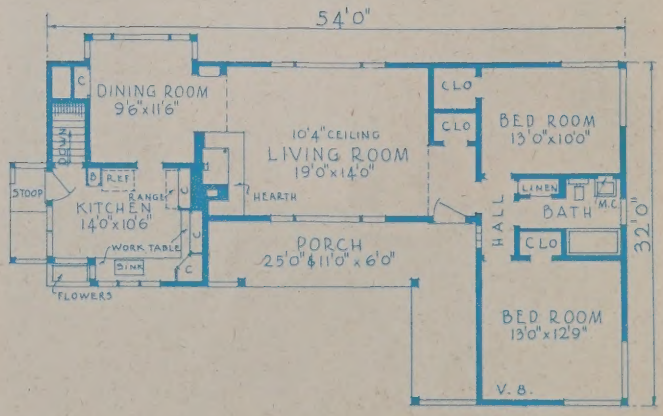
The studio living room has great glass windows on two sides, flooding the room with sunlight and affording fine views. Note the coat closet quite near the front entrance door, just where it should be. The L-shaped porch extending around the bedroom end and across the front is a true Ranch House type.

An unusual feature is the linen closet with two access doors, one opening upon the small bedroom hall and the other directly into the bathroom so that needed linens may be secured from either location. Thus, bedroom linen may be stored on the hall side while linen is placed on the bathroom side.

The kitchen is large, well planned for daily service with stairs directly to the basement, which extends under only a portion of the house.

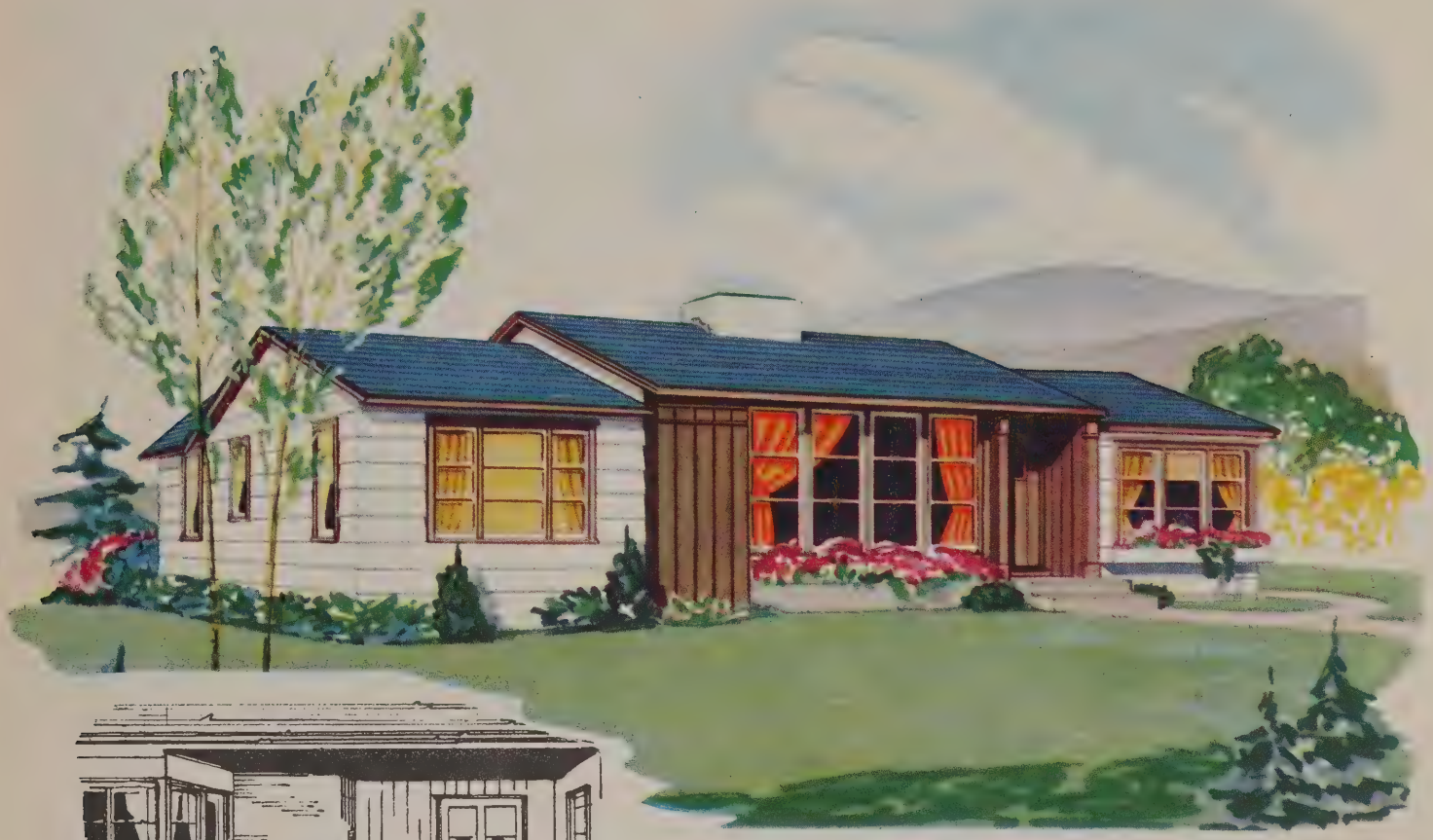
The exterior is a delightful combination of the old Ranch House style with a modern feeling; the walls covered with wide shingles and vertical boards.

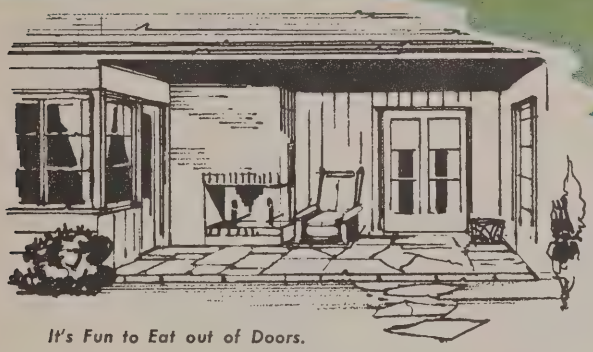
CUBIC CONTENTS	19,700 CU. FT.
CEILING HEIGHT, LIVING ROOM	10 FT. 4 IN.
CEILING HEIGHT, BALANCE	8 FT.
HEIGHT OF BASEMENT	7 FT.



WESTERN HOUSE

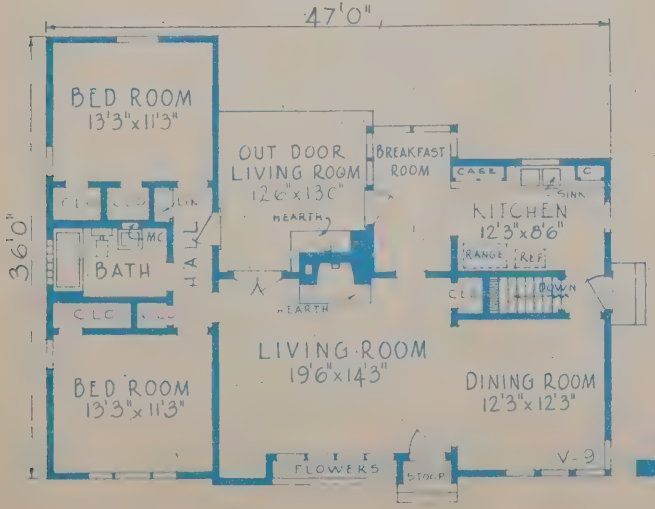
WITH OUTDOOR LIVING ROOM





It's Fun to Eat out of Doors.

CUBIC CONTENTS.....21,050 CU. FT.
CEILING HEIGHT, LIVING ROOM.....8 FT. 6 IN.
CEILING HEIGHT, BALANCE.....8 FT.
HEIGHT OF BASEMENT.....7 FT.



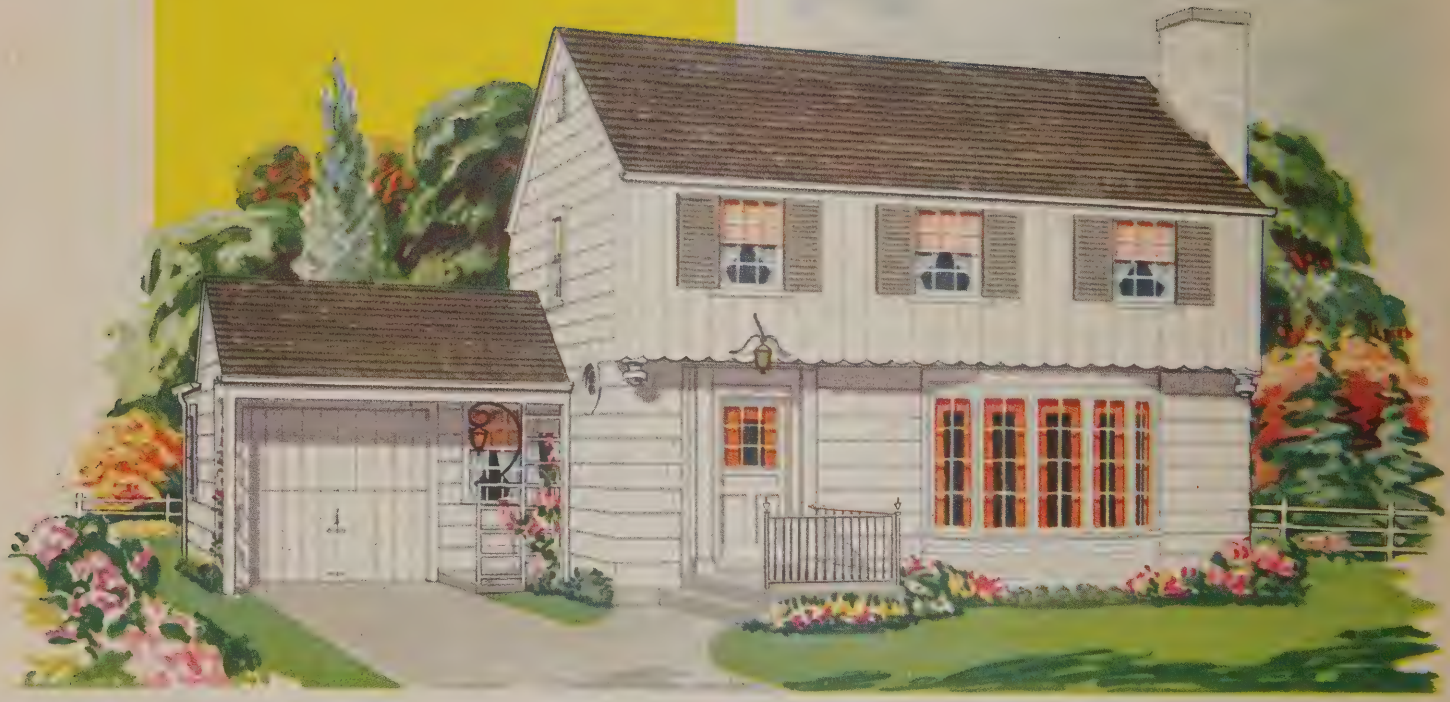
design V-9

THIS WESTERN TYPE of home departs from conventional adherence to style into a great freedom of design. It is a rambling, informal, yet conservative type. The plan indicates sensible construction, and the exterior design reflects the functional plan.

A really unusual feature is the Outdoor Living Room at the rear of the house, accessible from both kitchen and main rooms. Thus, it may be used in many ways,— as an outdoor porch, a play space for the children or an outdoor dining room. One should not overlook the grill built into the main chimney and serving this outdoor recreation spot.

Large windows in the main living room exemplify the use of large glass surfaces so much in demand.

FOR AMERICANS



design V-10

THE HEARTSTRINGS of most Americans are warmly touched when they see an Early American house. Somehow their thoughts hark back to times of yesteryear for this style has a homecoming feeling, and offers a practical solution of a home plan.

This two-story house is true to type, the Early American style, modified to meet the constant modern demands and changing living conditions brought about by new appliances, new equipment and new methods of building.

The living room is a particularly fine room, with a large circular bay facing the street and flooding the room with sunlight.

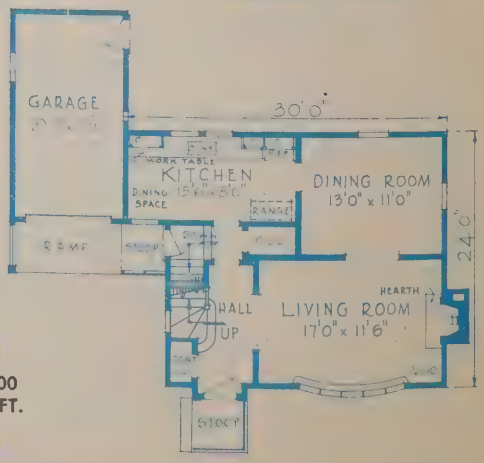
The kitchen is closely related to the front door, the basement entrance and the garage, thus saving many unnecessary steps. Close by the kitchen is a closet where brooms, mops and vacuum cleaner may be stored. This type of closet is frequently omitted from plans, but is really a great convenience.

Sleeping accommodations on the second floor are excellent,— three rooms with a good bath and ample closet space.

The exterior is true to the best Colonial tradition with a gracious Colonial doorway, the overhanging second floor,— a definite indication of the Early American style and really useful as it allows wider bedrooms in the upper story.

CEILING HEIGHTS:
1st FLOOR.....8 FT.
2nd FLOOR.....8 FT.
BASEMENT .....7 FT.

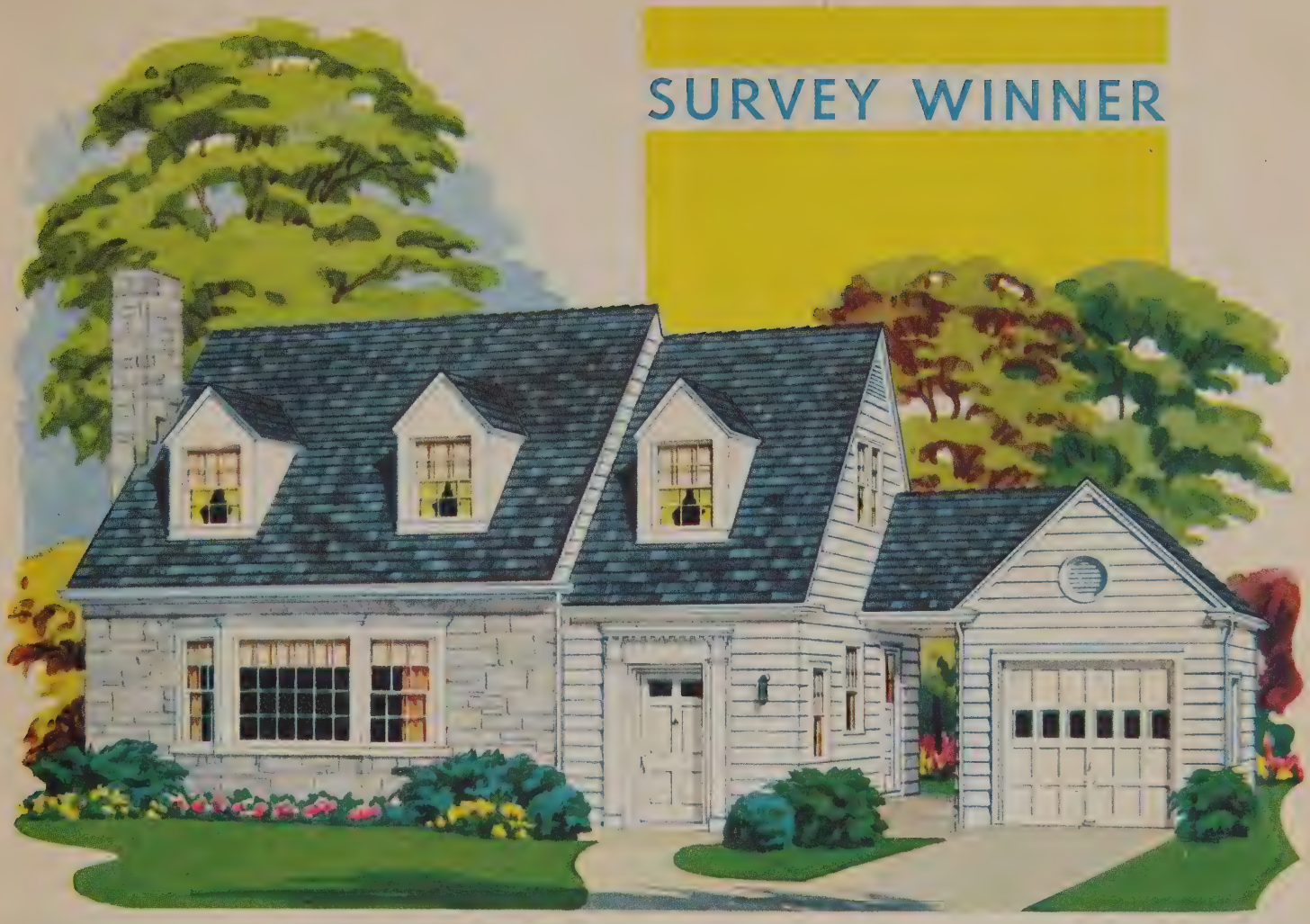
SECOND FLOOR



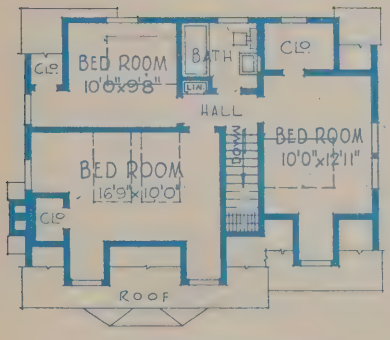
18,700
CU. FT.

FIRST FLOOR

SURVEY WINNER

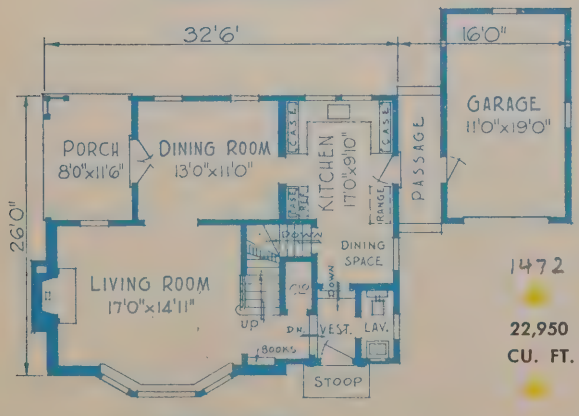


design V-11



SECOND FLOOR

CEILING HEIGHTS:
1st FLOOR.....8 FT.
2nd FLOOR.....8 FT.
BASEMENT.....7 FT.



FIRST FLOOR

1472 FL AREA

22,950
CU. FT.

IN A SURVEY CONDUCTED by a National magazine for the purpose of getting some first hand information as to the types of homes people are thinking about for the Post-Victory period, this design received the largest number of votes.

This snug little home is a modified Early American type. A portion of the first floor walls are of brick and the balance of the walls of frame. Thus variety and interest are created in the design.

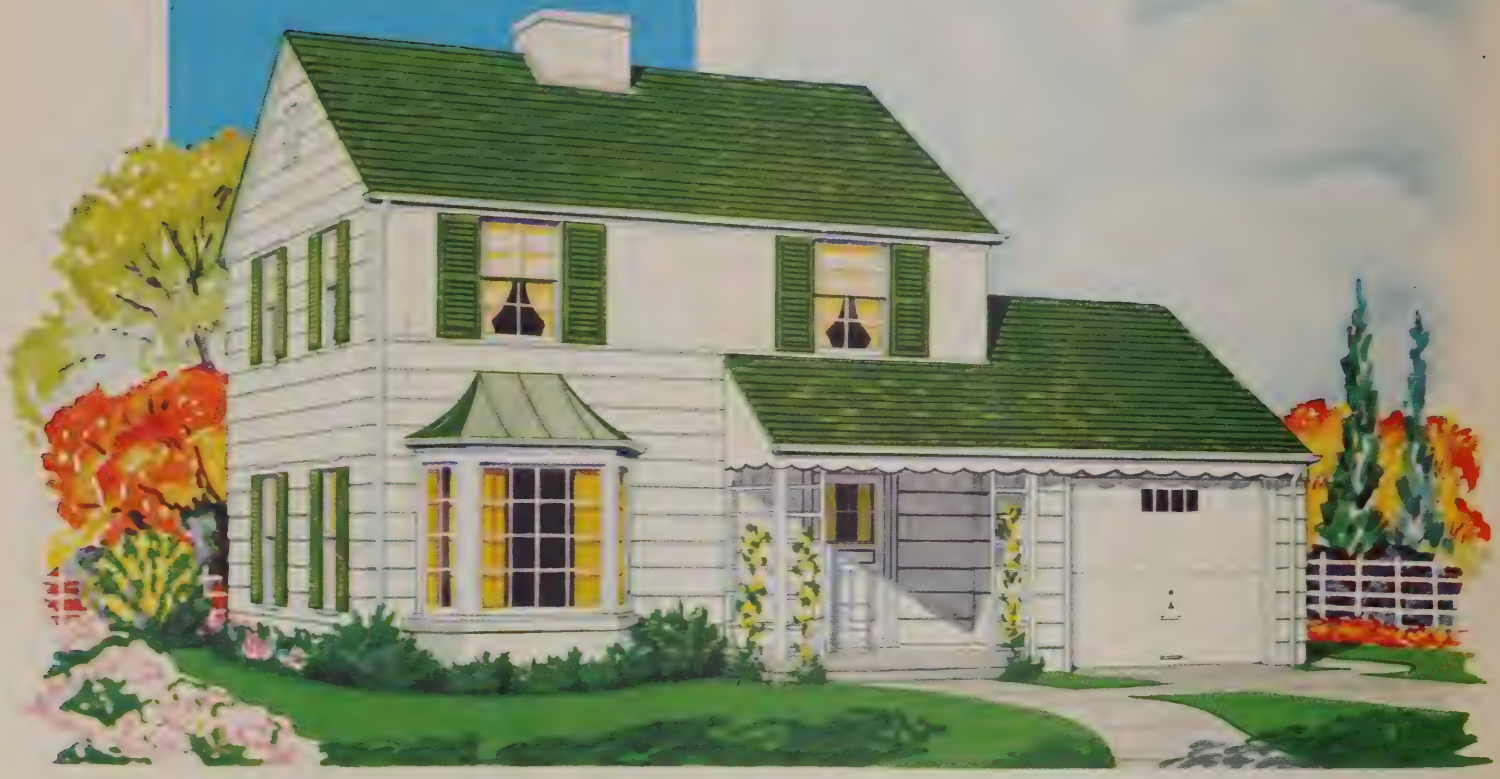
A story and a half in height, this home provides a comfortable and efficient floor plan. The splendid living room has a large bay window, a lower level vestibule brings the step to the entrance door closer to the ground creating the impression of greater snugness.

It is difficult to find a plan that has more good features. For example, the U-shaped kitchen is ample, with a cozy, dining space at one end for informal meals; quick access to the front door may be had; there is a first-floor lavatory off the vestibule, and a direct entrance to the basement from the kitchen.

Bedrooms on the second floor are well planned with an ample bath and closet space.

This charming compact dwelling will grace almost any suburban location.

GRACIOUS HOME



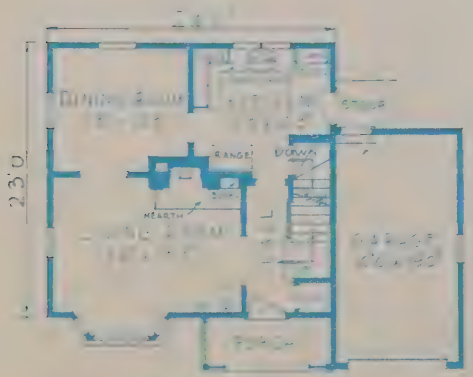
design V-12

MORE AND MORE EVERY YEAR houses are built in which the historical styles prevailing in past years are modified to meet the requirements of today. This home is a Modified Colonial and always will represent good architecture. The exterior is gracious, practical, and has an air that will be pleasing in most communities. It makes for an ideal arrangement for the average American family.

Although not a large home, it possesses the conveniences usually found in more pretentious dwellings. Note the spacious living room with large bay and fireplace, ample dining room and cozy modern kitchen. Direct route to the front from the kitchen is provided and a stoop opening off the kitchen is also connected to the rear of the attached garage,— a practical plan.

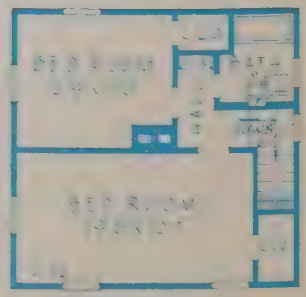
There are two satisfactory bedrooms on the second floor with good cross-ventilation and large closets.

Note the exquisite scalloped valance board over the bay window, the post and trellis around the entrance porch. There is no pseudo-style to this house; it is an excellent design for a livable home.



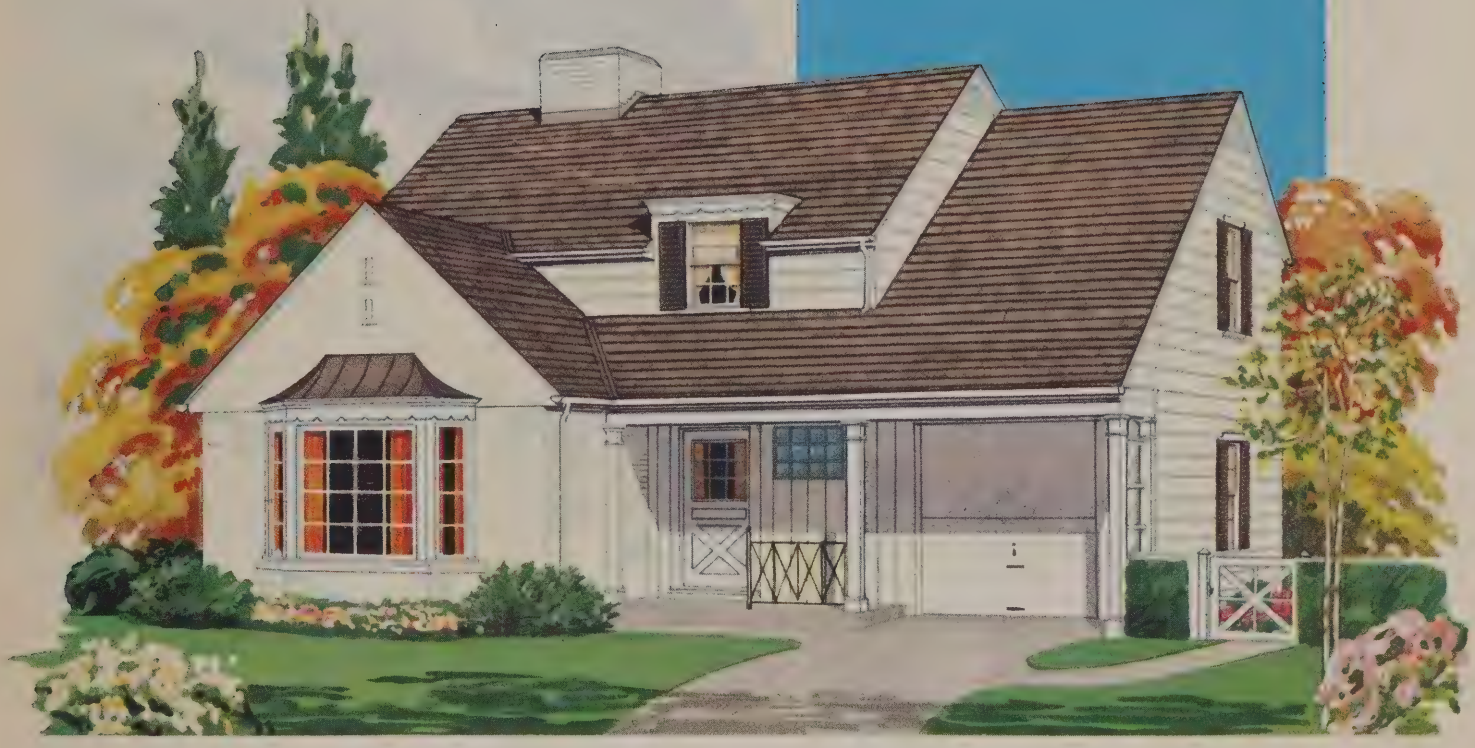
FIRST FLOOR

CUBIC CONTENTS.....18,550 CU. FT.
CEILING HEIGHT, FIRST FLOOR.....8 FT.
CEILING HEIGHT, SECOND FLOOR.....8 FT.
HEIGHT OF BASEMENT.....7 FT.



SECOND FLOOR

HOME HAVEN



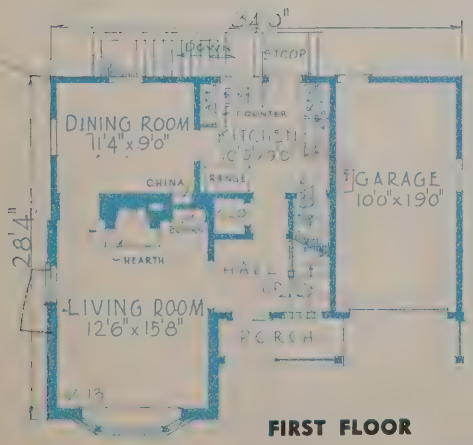
design V-13

MOST ANYONE would stop to admire this Modified Colonial house which would grace any tree-lined suburban street in the United States. It has low, charming cottage type lines with sweeping roofs over the porch and garage entrance, a useful detail offering weather protection when leaving the garage to enter the house.

The plan is excellent,— a fine living room with the fireplace at one end, a commodious bay at the opposite end; the dining room amply-sized, opening directly to a full-sized kitchen which has direct access to the basement stairs.

Again we find the kitchen in close proximity to the front door,— a standard of good house-planning which saves many steps. A coat closet is located where most needed.

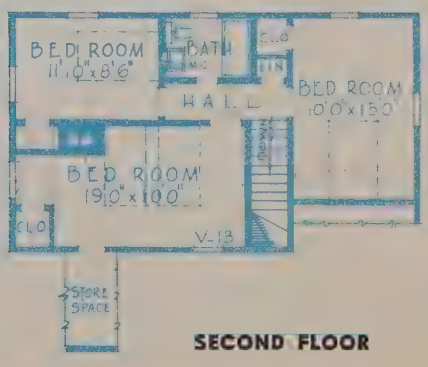
On the second floor are three excellent bedrooms and a splendid bath, with good closet arrangements.



FIRST FLOOR

1288

CUBIC CONTENTS.....19,710 CU FT.
CEILING HEIGHT, 1st FLOOR.....8 FT.
CEILING HEIGHT, 2nd FLOOR.....8 FT.
HEIGHT OF BASEMENT.....7 FT.



SECOND FLOOR

GEORGIAN INFLUENCE

design V-14

THE EARLY GEORGIAN HOMES found on the Eastern Seaboard meet the requirements of the family that would like a dignified and simple plan. They will not quickly become outmoded.

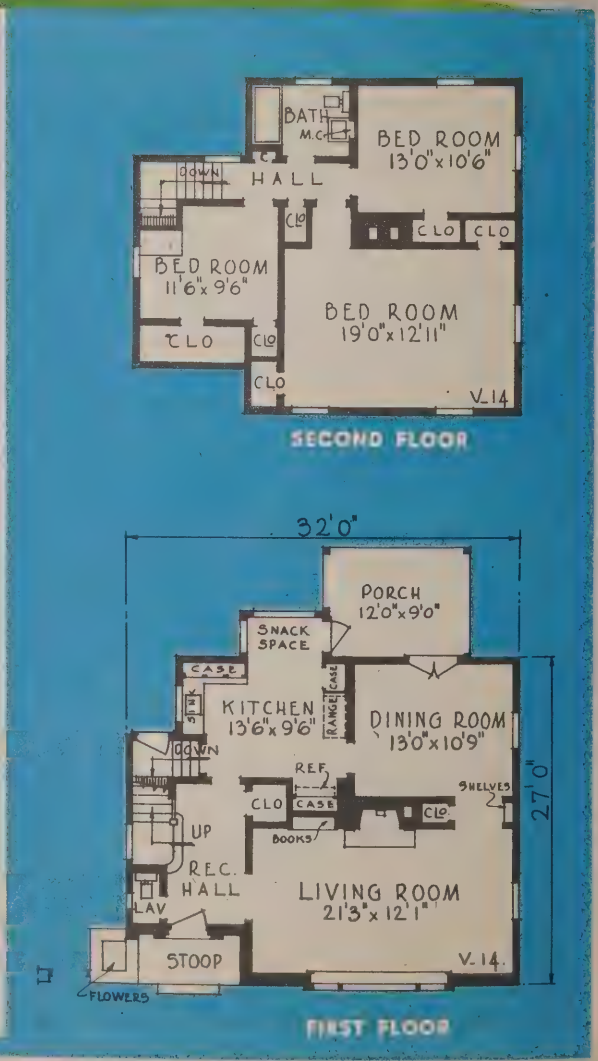
This attractive Georgian house has been completely brought up-to-date. Characterized by the comfortable and happy living within, it will present a pleasing and serene appearance in the community.

Designed to meet todays' living conditions, it combines all the comforts that modern equipment and appliances can furnish. There is an excellent first floor plan, with a splendid living room, a large kitchen and dining room. The stair hall and entrance door are closely related to the pleasant kitchen work space. Convenient access to the rear porch from the breakfast bay is a feature.

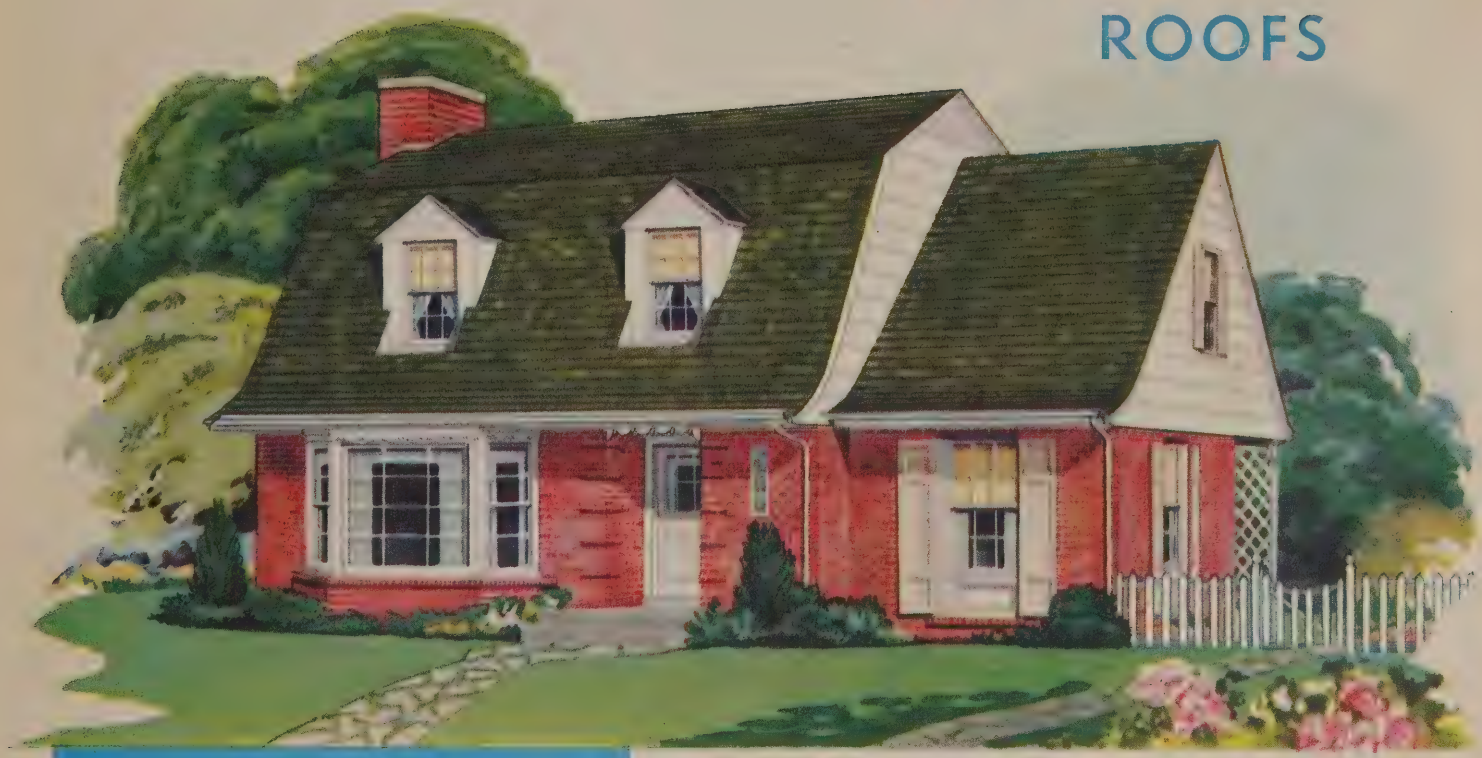
On the second floor are three pleasing bedrooms, served by large closets and a good bath.

The exterior is of stone and standard frame construction, with Georgian details modified in the direction of simplicity.

CUBIC CONTENTS	22,100 CU. FT.
CEILING HEIGHT, FIRST FLOOR	8 FT.
CEILING HEIGHT, SECOND FLOOR	8 FT.
HEIGHT OF BASEMENT	7 FT.



LOW SWEEPING ROOFS



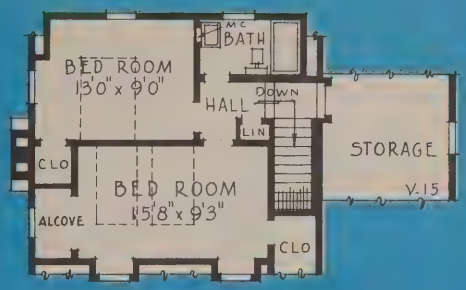
design V-15

DUTCH COLONIAL HOUSES, built around New Amsterdam and in Pennsylvania, constituted a style reflecting graceful curves in the low roofs sweeping out over the first floor walls, and providing wide projections over the outer walls.

This Modified Dutch Colonial retains the squat, cozy, homelike appearance of the early houses, with a recessed front door offering a shelter during rain or snow and readily adaptable to a movable storm enclosure.

The front bay window delightfully serves a huge living room which extends from front to back with three exposures. The plan also holds to the central hall which has been found so practical.

A coat closet is found near the front door; the toilet and lavatory located at the rear are easily accessible to the entire household. Upstairs are two bedrooms, one of which has an alcove that might be developed into a charming small dressing room.

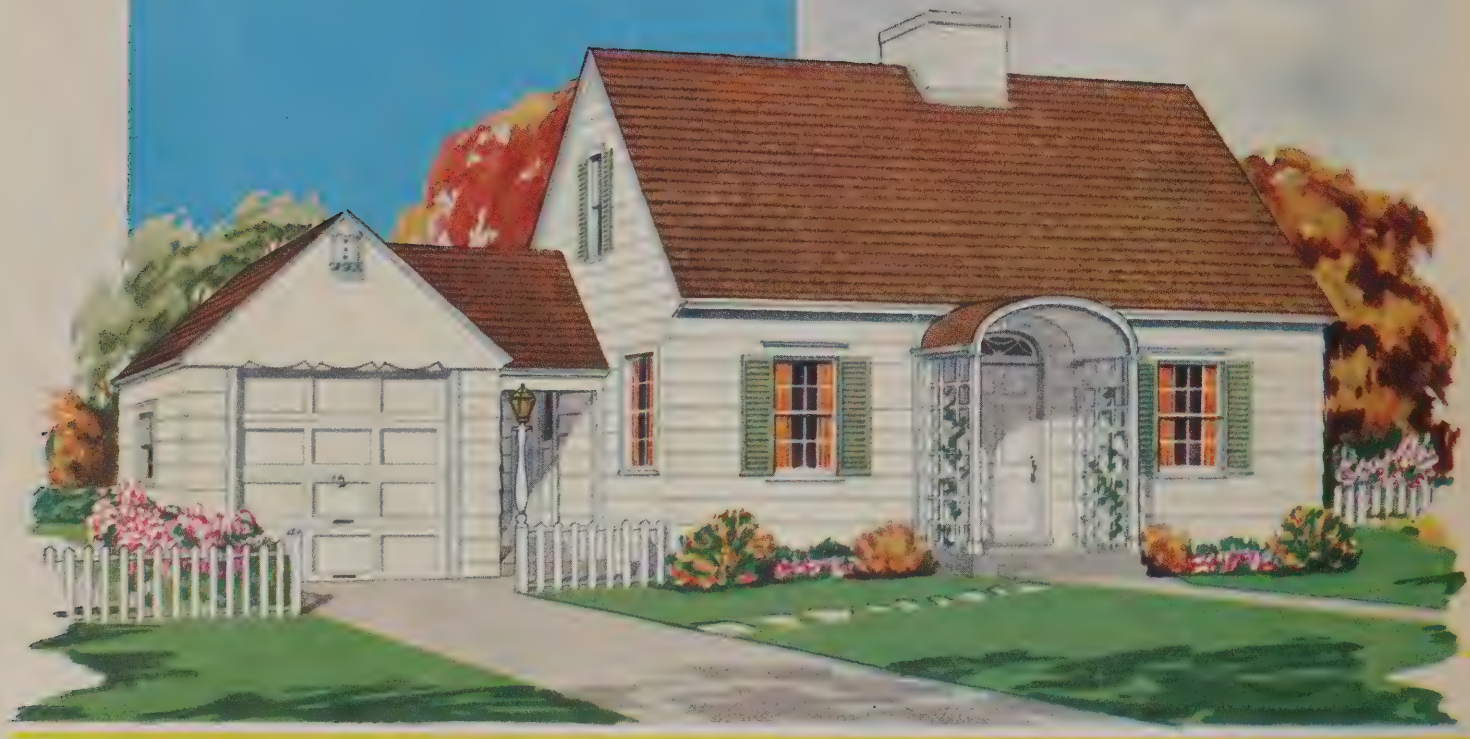


SECOND FLOOR

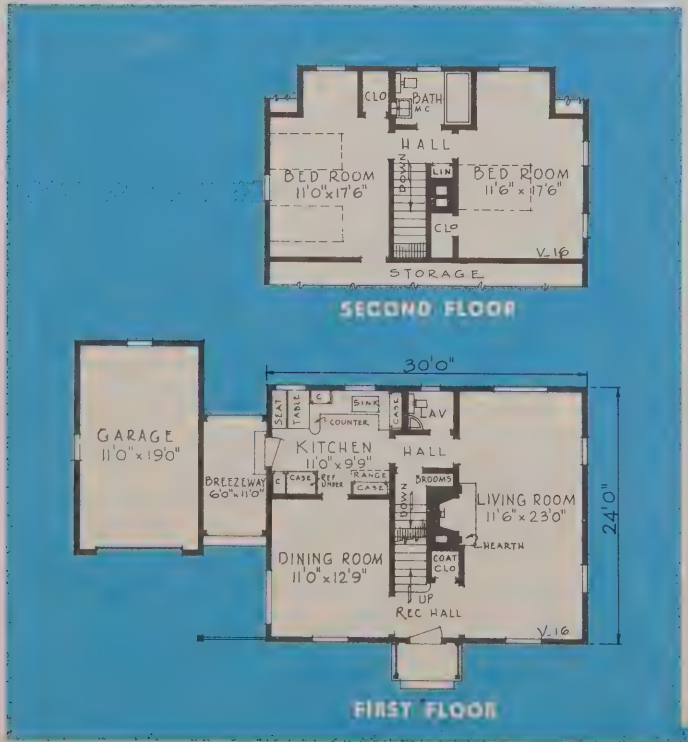
FIRST FLOOR

CUBIC CONTENTS	25,500 CU. FT.
CEILING HEIGHT, FIRST FLOOR	8 FT. 3 IN.
CEILING HEIGHT, SECOND FLOOR	8 FT.
HEIGHT OF BASEMENT	7 FT.

CAPE COD HOMES



design V-16



TRUE TO TYPE

THE TRELLISED ENTRANCE DOOR of this cozy little home pleasantly invites one to a surprising and convenient first floor plan of three basic rooms. Living and Dining Rooms are generous in size, and the kitchen is well planned with all modern equipment. In a well located passage connecting living room and kitchen is found a very desirable feature, a lavatory that might well be decorated gaily as a powder room.

There is a sheltered porch connecting the house with the garage.

A good-sized coat closet is located in the compact vestibule, from which stairs rise to two fine bedrooms on the second floor. Every needed comfort and convenience is found in this delightful home, which sets close to the ground in the true Cape Cod manner and gives one the feeling that it really belongs there.

CUBIC CONTENTS	20,500 CU. FT.
CEILING HEIGHT, 1st FLOOR	8 FT.
CEILING HEIGHT, 2nd FLOOR	7 FT. 6 IN.
HEIGHT OF BASEMENT	7 FT.

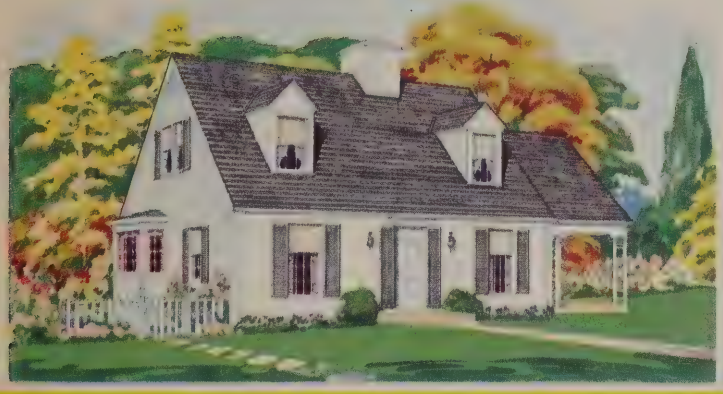
THE MODERN CAPE COD HOUSES, built all over the United States, have proved their livability and popularity. They breathe the charm of old Cape settlements; they carry one back to the tree-lined streets of New England where home was home and where fine character was bred.

As they nestle down 'mid tall trees surrounded by well-kept lawns, they attract the attention of every passer-by and create in the heart of most Americans the urge to own just such a home.

The present cherished Cape Cod houses are the outgrowth of the older houses built by a very practical, home-loving people who, fleeing from England, built their homes in the Cape colonies, retaining many of the details of the medieval English cottages.

There is a tremendous amount of house built into one of these modern Cape Cod types, and as you pass through the low entrance door to the warm welcome of the inside, the livability of the house immediately becomes apparent. Low ceilings, pine paneling, huge fireplaces, wide plank floors, chintz curtains and maple furniture create an informality and simple dignity that is hard to equal.

All these home-loving instincts have been recreated in the lovely Cape Cod houses shown on these pages. Each house has a unique interest and a different floor plan. Each will make a wonderful home.

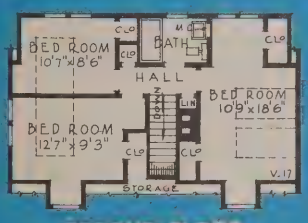


design V-17

20,800 CU. FT.

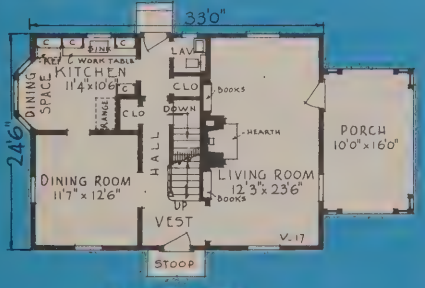
design V-18

PLAN A.....17,100 CU. FT.
PLAN B.....21,000 CU. FT.



SECOND FLOOR

CEILING HEIGHTS
1st. FLOOR ..... 8 FT.
2nd. FLOOR ..... 7 FT. 6 IN.
BASEMENT ..... 7 FT.



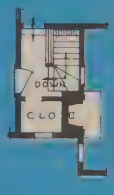
FIRST FLOOR

SIMPLE CHARM! This home,—symmetrical and of sound construction, has a typical Cape Cod plan with central hall; living room on one side and dining room and kitchen on the other.

Of particular interest on the first floor is the lavatory built at the rear, near the entrance door, easily accessible to children playing out of doors. Three pleasant bedrooms serve the family on the second floor, each with good cross-ventilation and ample closets.

PLAN A - WITHOUT BASEMENT

CEILING HEIGHTS
MAIN FLOOR ..8 FT. 6 IN.
BASEMENT, PLAN B ..7 FT.



ILLUSTRATING WHERE STAIRWAY TO BASEMENT IS LOCATED FOR PLAN B

MODERN CAPE COD: Here is a modified Cape Cod type with an attached garage. The living room has a cozy fireplace located on the long inside wall, so that excellent furniture grouping is possible around this focal point.

Plans are available for home either with or without basement.

CAPE COD WITH A BAY

design V-19

27,550
CU. FT.

THIS HOUSE DEPARTS somewhat from definite Cape Cod details, and in so doing becomes modified and modernized to meet today's living conditions. Outmoded details have been eliminated, yet all of the recognized appeal of the Cape Cod homes has been retained.

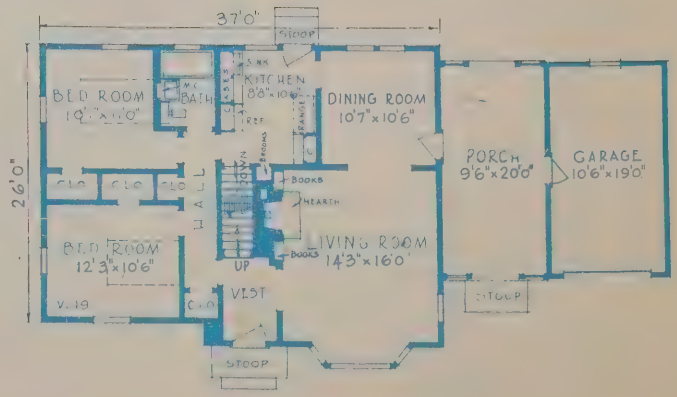
Of outstanding note is the living room view-window which balances the design and is very new. The exterior is delightful and homey.

The plan is very livable, with living room, dining room, kitchen, two bedrooms and bath all on one floor.

A breeze-way type of covered porch, easily glazed for winter and screened for summer, offers weather protection in all seasons and will be a comfortable and attractive spot in the warmest weather.

Additional rooms might be built in the second floor.

CEILING HEIGHT .....8 FT.
HEIGHT OF BASEMENT.....7 FT.

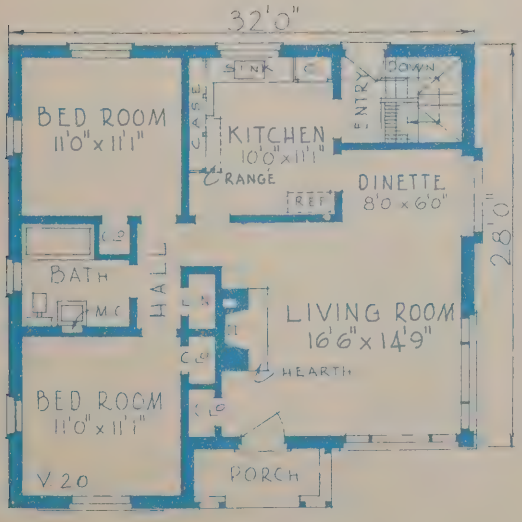


CHARMING ENGLISH COTTAGE

20,000
CU. FT.

design V-20

CEILING HEIGHT.....8 FT. 3 IN.
HEIGHT OF BASEMENT.....7 FT.



WHAT COULD BE MORE ATTRACTIVE than this lovely English style cottage, modernized, modified and completely up to the minute?

Built of brick with rustic siding in the gables and wood trim stained dark brown, it offers an excellent exterior which would prove an asset on any street.

The plan shows a good-sized living room with a cozy dinette, so popular where a full dining room is not desired. This dinette has its own large view window for abundance of light and pleasure during meals. The large corner sash will further flood this beautiful room with light.

The bedrooms are at the side of the house, separate and apart from the main living section yet readily accessible to the kitchen without passing through the living room.

The small covered entrance porch, built out over the front door, could easily be enclosed in winter, if desired.

THE MODERNS

MODERN HOUSES *can't conform to a definite style, dated, listed, and catalogued, as each house is modern as of the day it is completed. Modernity advances as science, methods and materials change, are perfected and incorporated into the house. A radical and ultra style soon becomes declasse and a burden.*

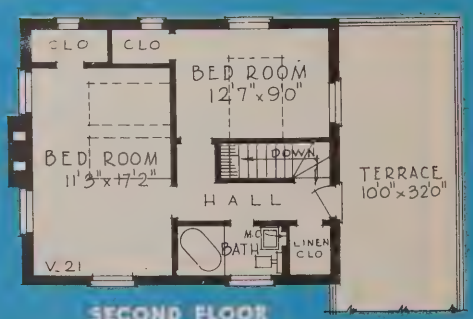
For expensive houses an openness of plan, large plate glass windows, great expanse of walls and roofs, expensive gadgets and visionary experiments may be possible, but for the great majority of families they neither want nor can afford too radical a style, so many of which have been advanced. The houses shown on the following pages are modern,—not bizarre, not ultra, not radical. They are modern in the best sense for the average American.

design V-21

CONSERVATIVE MODERN: This two story, conservative, five-room modern house is a stately, utilitarian and far from radical type. There is a generous living room with an attractive view-window; a fine dining room and a compact kitchen. The attached garage is well situated in conjunction with the rest of the first floor rooms. The lavatory on the first floor is well placed at one side of the entrance door. Being rather isolated from the rest of the house, it would make a perfect Powder Room.

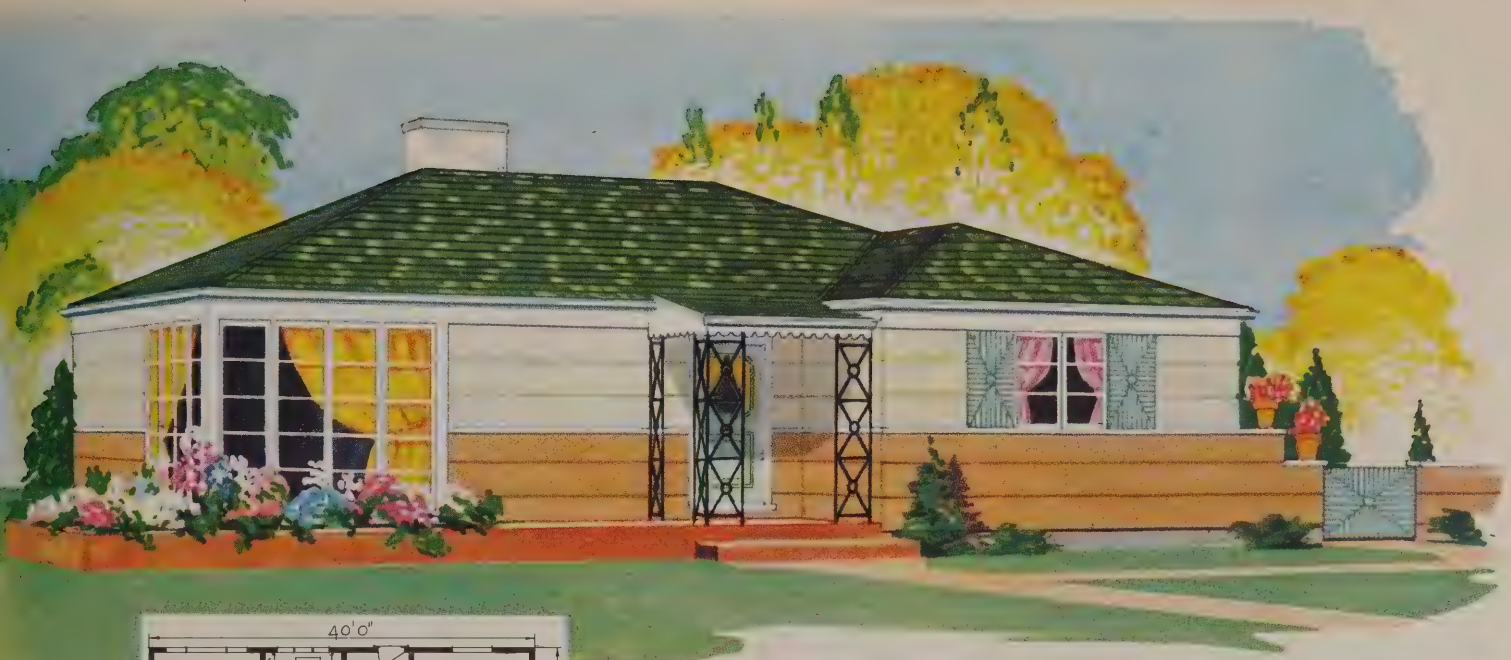
Excellent bedrooms, closets and bath are on the second floor. The house is a brick veneer.

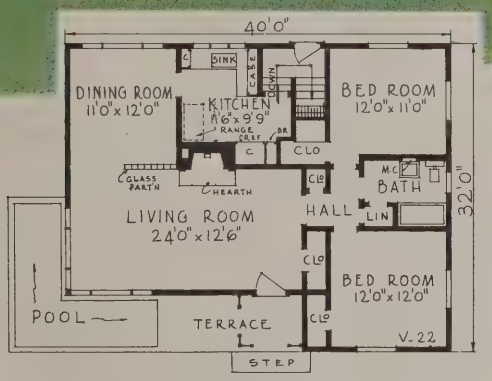
CUBIC CONTENTS.....21,720 CU. FT.
CEILING HEIGHT, FIRST FLOOR.....8 FT. 2 IN.
CEILING HEIGHT, SECOND FLOOR.....8 FT.
HEIGHT OF BASEMENT.....7 FT. 6 IN.



SECOND FLOOR

FIRST FLOOR





CUBIC CONTENTS.....22,480 CU. FT.
CEILING HEIGHT.....8 FT.
HEIGHT OF BASEMENT.....7 FT.

design V-22

GRATIFYING AND ECONOMICAL: Here is an attractive modern house, with absolutely no waste space. The dining room is separated from the living room by a glass block partition. Note the large, well lighted living room and central fireplace.

Each bedroom has a commodious closet and other ample closets for linen and coats are provided. The large bath has plenty of room for a vanity table if desired.

design V-23

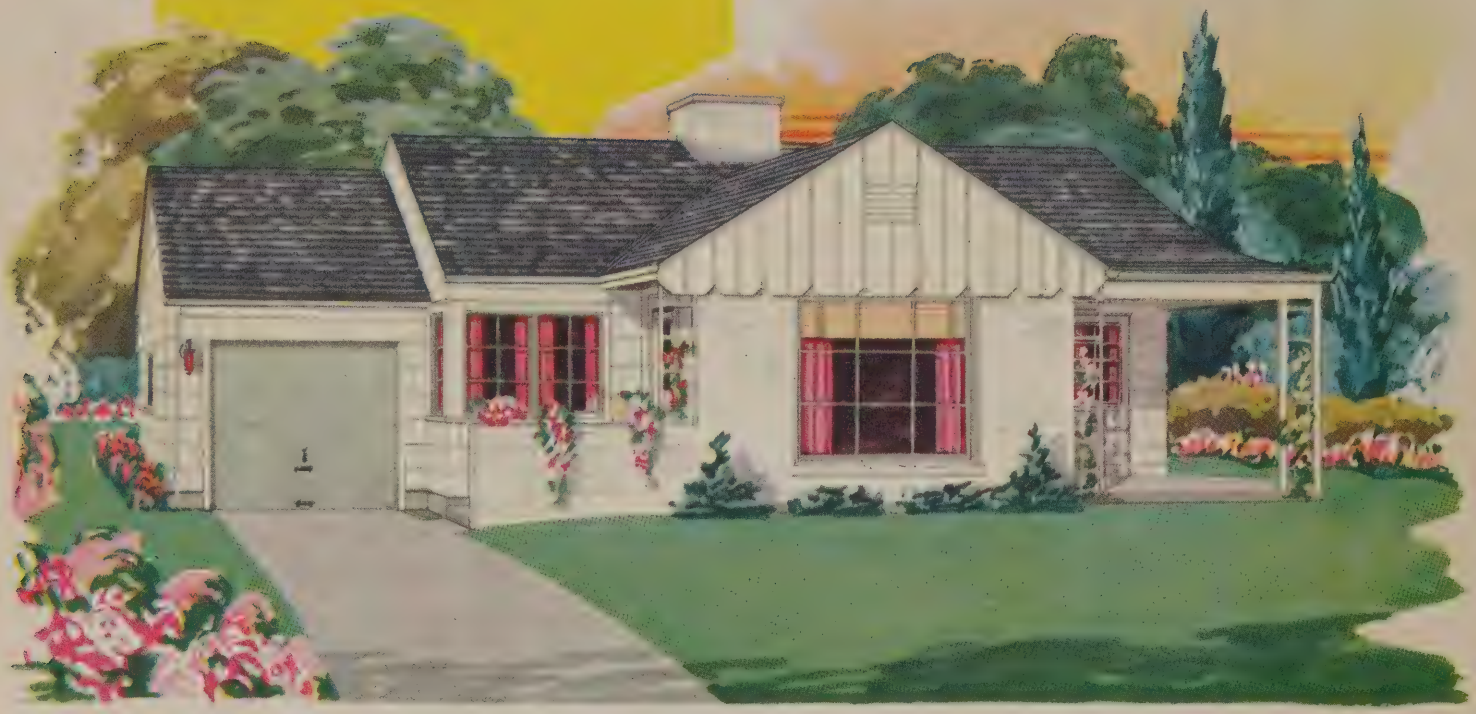
LARGE ROOMS: This house is the breath of conservative modernism with five exceptionally large and open rooms, practically grouped.

The exterior of this quaint house is truly modern, with simple roof lines. Spacing and balance account for its charm.

21,600 CU. FT.

CEILING HEIGHTS:
1st FLOOR.....8 FT.
BASEMENT.....7 FT.

COMBINATION LIVING-DINING ROOM



design V-24

THIS CONSERVATIVE MODERN HOUSE is beautiful, and economical. There is a very spacious living room with a dining alcove as an extension of the room. Corner windows flood the dining space with light and tend to give the house its modern feeling.

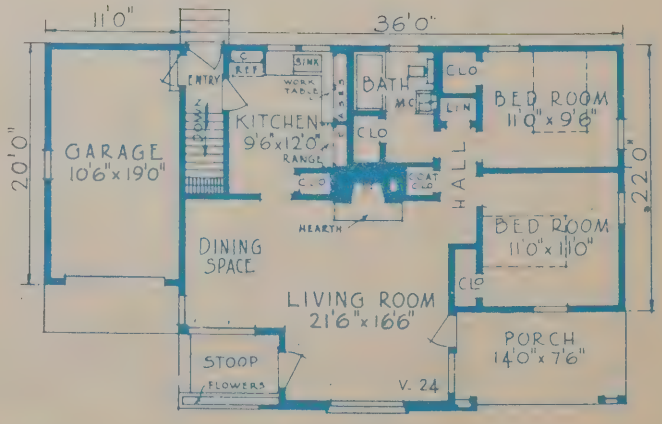
This combination of dining space and living room is good planning for the small house because it enlarges the living room and also offers a very pretty arrangement for entertaining informally.

All comforts and livable details may be built into this small house, with the bedrooms and living rooms on one floor; the bath is well-planned and there is good closet space.

There is a full basement where a recreation or hobby room might be built.

A house such as this is modern in the best sense of the word, and will not become dated or outmoded.

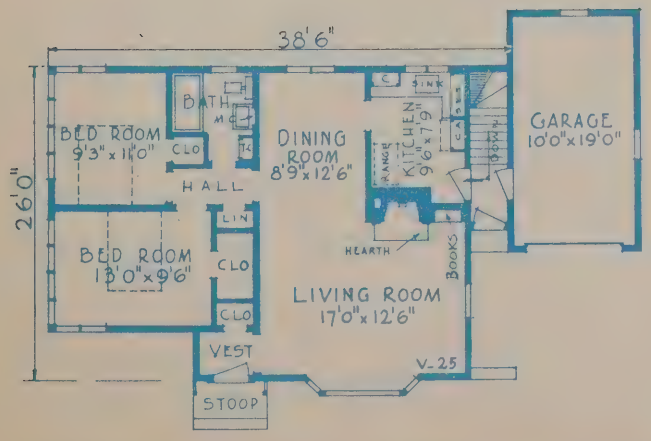
CUBIC CONTENTS.....22,500 CU. FT.
CEILING HEIGHT.....8 FT. 3 IN.
HEIGHT OF BASEMENT.....7 FT.



UNUSUAL WINDOWS

design V-25

CUBIC CONTENTS .....20,680 CU. FT.
CEILING HEIGHT .....8 FT.
HEIGHT OF BASEMENT.....7 FT.



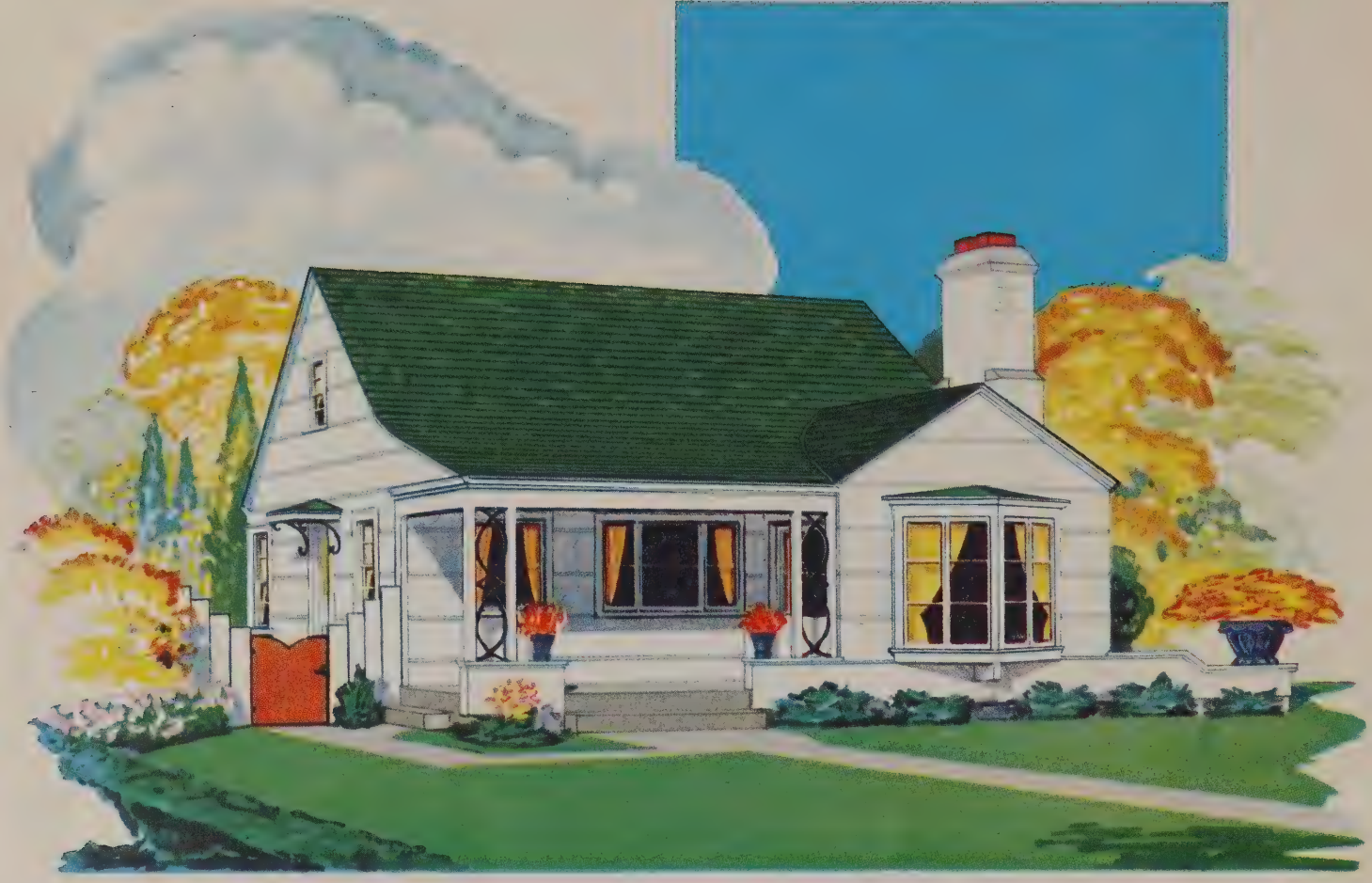
WHAT COULD BE MORE PRACTICAL than this modern little house of five rooms, the plan of which has been well studied? The vestibule through which one enters the living room is a practical solution for colder climates, with a coat closet right handy. A large bay window floods the living room with light and sunshine; the placing of the fireplace at one side makes possible an ideal furniture grouping.

The kitchen is in close proximity to the garage, the basement and the entry, thus saving many steps.

Rather unusual are the high, continuous strip bedroom windows, which permit placing furniture below, as these windows are raised above the eye level of passers-by, with consequent privacy to the occupants.

The exterior treatment is particularly charming, using drop siding alternating with shiplap. Painted white, with gray colored roof, bright curtains at the windows and clever landscaping, this will be a home to be admired.

TINY HOUSE



design V-26

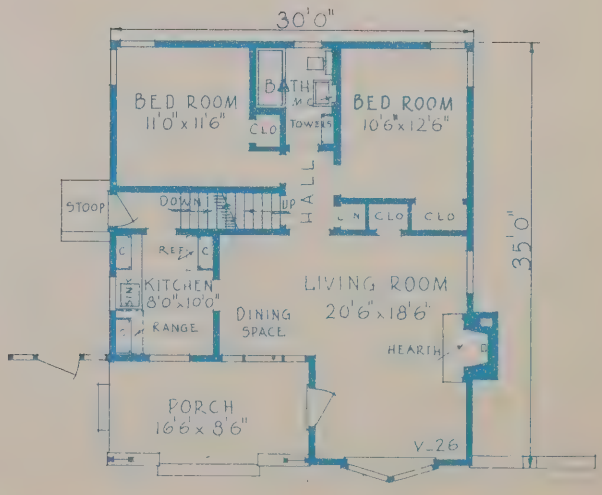
FOR A TINY MODERN HOME, this little house has much to offer. It has a good plan with a combination living room and dining space, fireplace and large front bay.

One corner of the kitchen is left open to provide space for a small dining table for informal meals in the kitchen, and this room is equipped and planned as a step-saver in the preparation of meals.

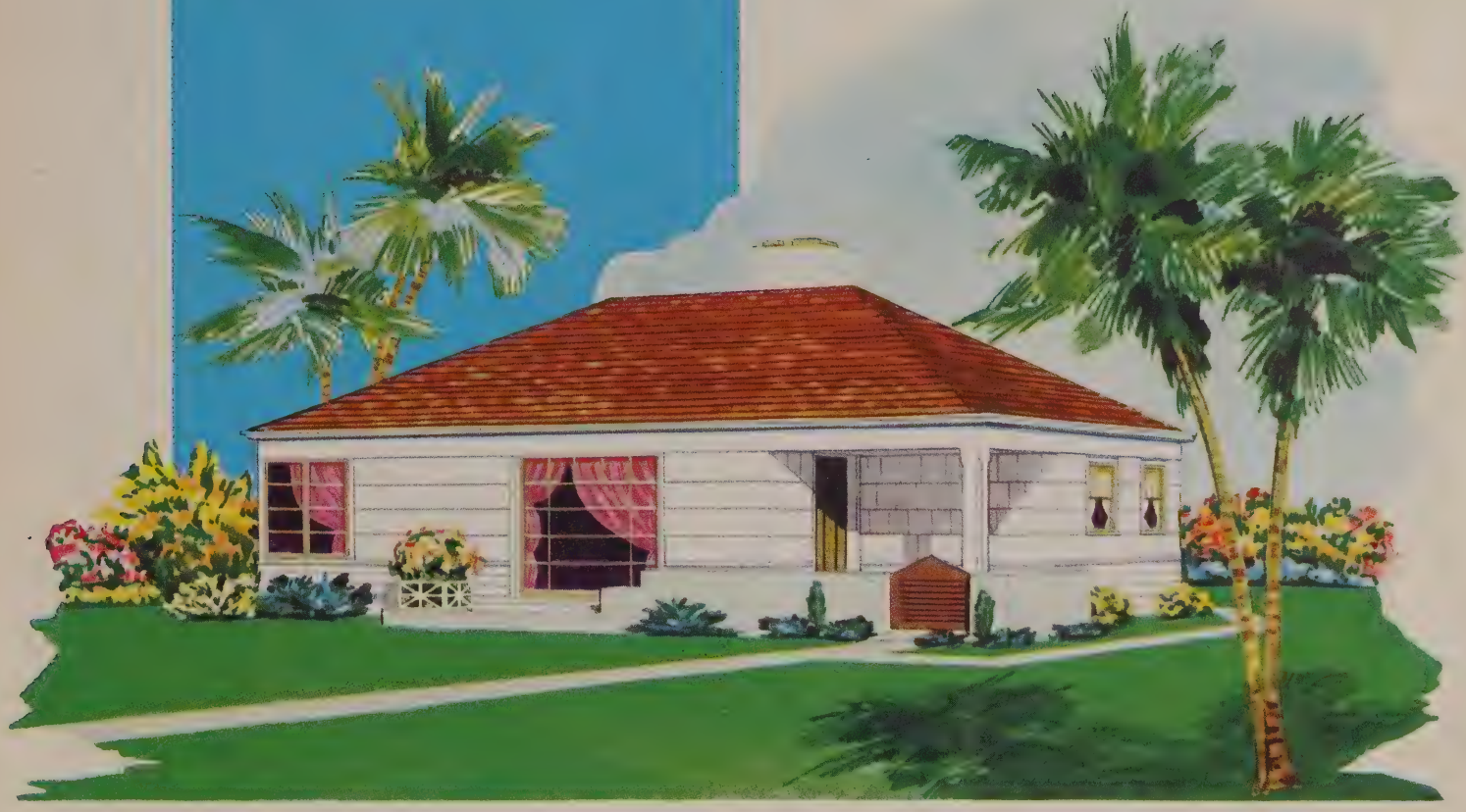
The bedrooms are large, and because of the window placement, maximum wall space is obtained for varied furniture arrangements, without crowding. A stairway to the attic is provided with opportunity for a spare bed room or play room here.

The exterior is of wide siding boards, painted white, to produce a modern effect. Gay-colored curtains at the windows would make this little house extremely attractive.

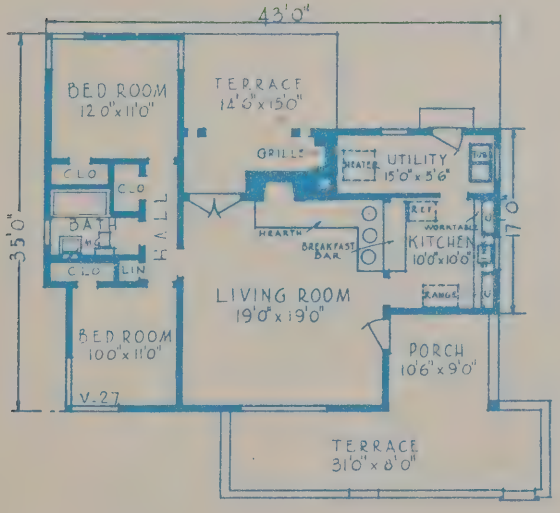
CUBIC CONTENTS	21,300 CU. FT.
CEILING HEIGHT	8 FT.
HEIGHT OF BASEMENT	7 FT.



SNACK BAR

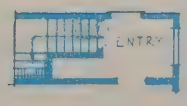


design V-27



PLAN A - - WITHOUT BASEMENT

ILLUSTRATING WHERE STAIRWAY TO BASEMENT IS LOCATED FOR PLAN B



THE PLAN OF THIS HOUSE is most interesting, for it provides a large living room opening upon an outdoor terrace at the rear. Here we find an outdoor grill built into the back of the chimney where picnic suppers may be prepared on the outside terrace. The roof of the house extends over and protects a portion of the terrace.

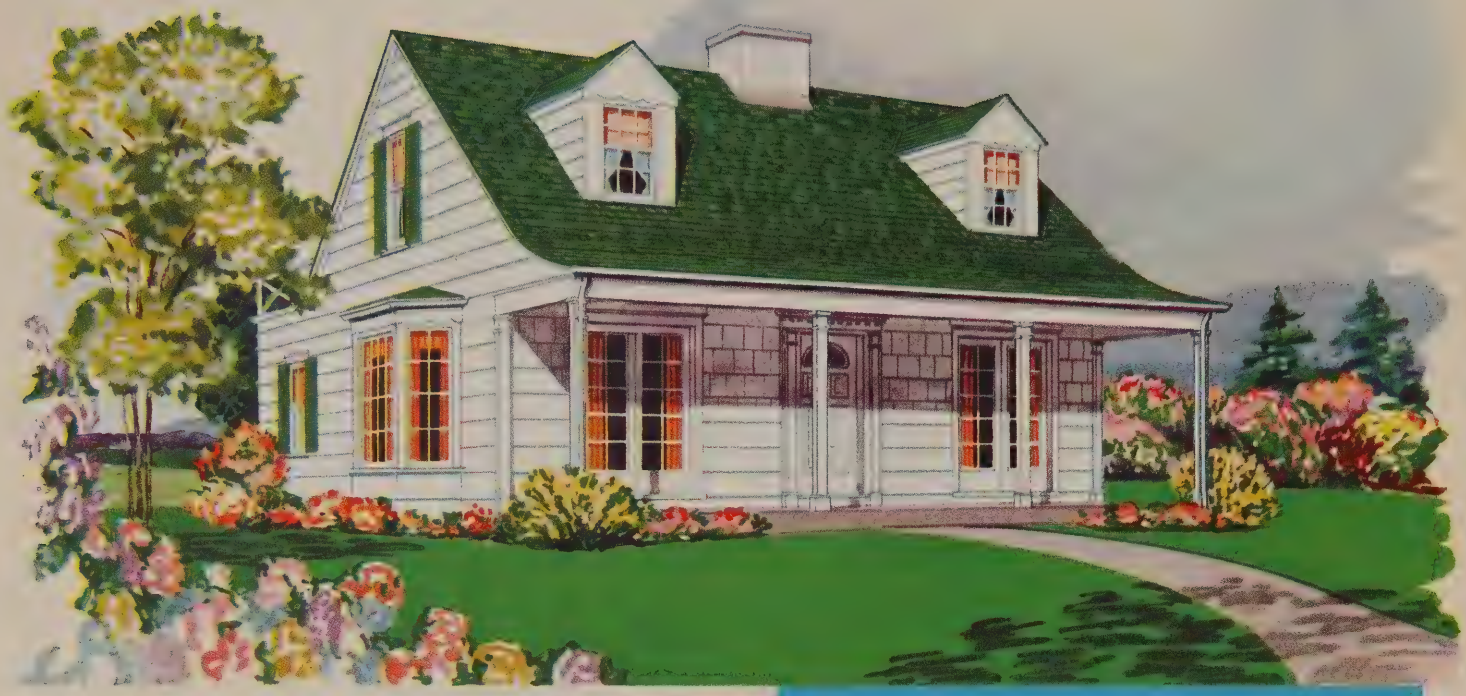
Between the living room and kitchen has been built a snack bar where informal meals may be served with ease and dispatch. Stools on either side may be drawn up to this bar, and the feeling of intimacy and unstudied hospitality is engendered.

The front terrace, with an extending wall and romantic gate, with the huge living-room window dominating the exterior, are essential to the effect desired.

When ordering plan designate whether plan A without basement or Plan B with basement is desired.

CUBIC CONTENTS, PLAN A	17,600 CU. FT.
CUBIC CONTENTS, PLAN B	21,650 CU. FT.
CEILING HEIGHT	8 FT.
HEIGHT OF BASEMENT, PLAN B	7 FT.

TWO WAY PLAN



design V-28

THIS WELL-PLANNED HOME is adaptable to either northern or southern climates. Two plans are provided, one with a central heating plant on the first floor under the stair and without a basement, and the other with a basement for the north.

There are six rooms here, four on the first floor and two good bedrooms above. Ventilation and coolness,— so essential for warmer sections, add much to comfort and livability.

A wide porch extends across the entire front of the house upon which French doors open from dining room and living room. The extra room on the first floor may be used as a library or den, or as a bedroom. With the lavatory adjacent, it is most suitable for a bedroom or may become most valuable as a hospital bay when illness strikes the household.

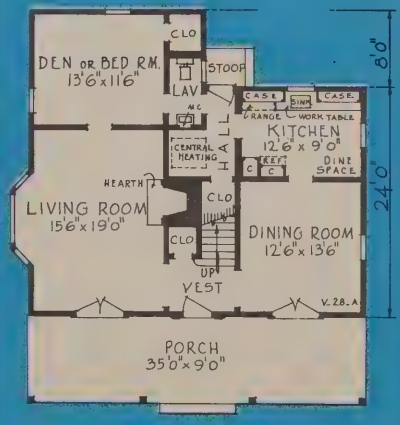
There is a strong appeal to this plan, not only through the most desirable exterior, but also through the large gracious rooms to be found within.

Plan with basement is designated as plan B.

CEILING HEIGHT, FIRST FLOOR.....8 FT.
CEILING HEIGHT, SECOND FLOOR.....8 FT.
HEIGHT OF BASEMENT, PLAN B.....7 FT.

SECOND FLOOR

CUBAGE
PLAN A
20,210 CU. FT.
PLAN B
26,140 CU. FT.



FIRST FLOOR

ILLUSTRATING WHERE STAIR TO BASEMENT IS LOCATED FOR PLAN B

VITAL LIVING ROOMS

AS THE LIVING ROOM is generally used by all the family, it is a composite or assembly room. It should be planned and furnished for the greatest comfort, convenience and use of the family group. In selecting the plan of your house, try to obtain a living room that will not become a passageway from one room to the other. Such passage disturbs the restfulness and repose of the main room and detracts from good furniture grouping.

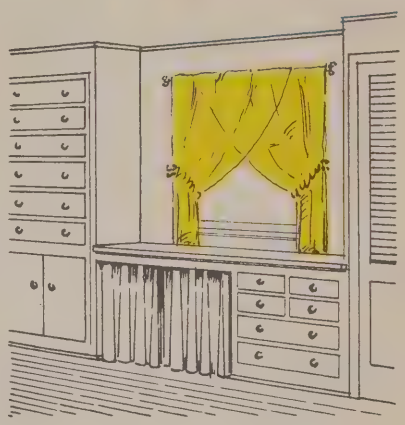
For maximum room utility provide bookshelves and cupboards for magazines, card tables, games, record albums, movie projectors and screens. Soon television will be commonplace in every home and a long wall space for its projection will be necessary.

Living rooms are more pleasant when they are flooded with sunlight. One of the modern trends is toward large view or bay windows. If possible, have one in your living room. It will greatly increase the apparent spaciousness of a smaller room and afford retreat. ***Large windows are a must for every modern living room.***

Living rooms should have some storage space and closets or cupboards are important. One of the newer ideas is ***to build out two corners on one wall of the living room with shallow closets,*** thus making a recess for a davenport or sofa between. Not only are extra closets gained and a fine space provided for the davenport, but if there is a large view window over the sofa, so much the better, for excellent light is also secured for reading.

Large mirrors over a fireplace or on one wall greatly increase the apparent size of a small living room; this is one of the tricks of modern planning.

BED ROOMS

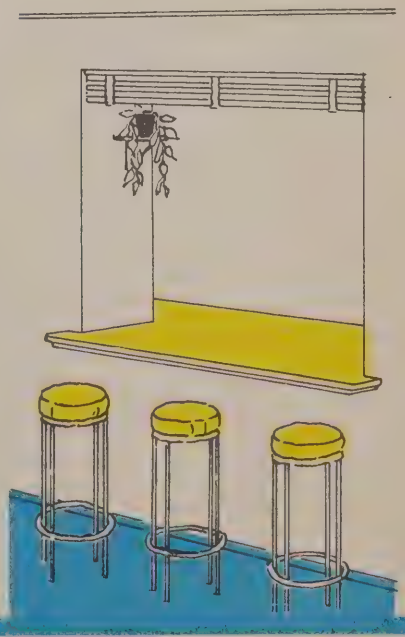


IT IS BETTER to have two bedrooms of comfortable size than to crowd too many rooms into a given floor space. Proper exposure of the rooms so that they secure the prevailing breeze is necessary, and cross-ventilation is very important. The modern corner window is an excellent solution for air and light in bedrooms, and permits of more wall space for furniture.

Windows high off the floor as shown in Design V 25, give more space below the window for furniture, and provide more privacy as they are above the eye-level of the passer-by.

The newer bedrooms will have much built-in furniture to conserve space and save work in moving heavy pieces when cleaning. ***The idea presented here*** is for chest, dressing table and cosmetic storage.

ADVANCED DINING ROOM IDEAS



IN THE SMALLER HOME, where a large living room is desirable, it may suit your purpose best to do without the dining room and utilize part of the living room. It may be best for you to arrange an attractive eating place in the kitchen,—a breakfast nook, a small dinette, or one of the new snack bars. This is a matter of personal family choice. If the dining room is not included in the plan, the kitchen should be close to the living room so that when entertaining more formally, meals may be easily served to the table laid in the living room.

The snack bar or counter is nothing more than an opening cut in the wall between the living room and kitchen, in the lower part of which a counter is built at convenient height so that chairs or stools may be pulled up on the living room side for quick dining.

If a dining room is desired space should be provided for storage of linen, silver, china and glassware. Your own individual requirements will govern how much space you build. A china case may be built in between the studs of the wall and project slightly into the room. Sometimes open shelves may be better, or the popular corner cabinets may solve your problem. In all cases the backs should be nicely finished either like the woodwork of the room, or with a decorative, gay wallpaper or a painted finish of contrasting color.

ADEQUATE KITCHENS

THE NEW KITCHENS are developed to include greater efficiency and beauty. Utility prevails in every detail of the room, for kitchen designers are planning so that the greatest amount of work may be done here with the least effort.

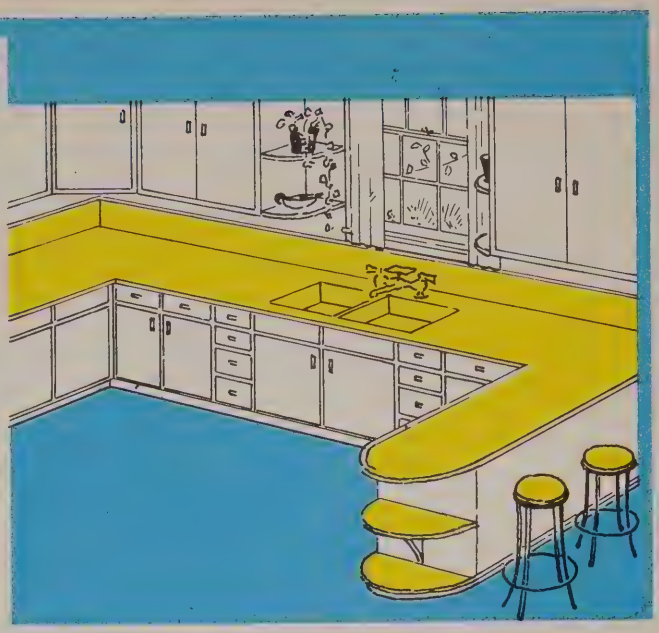
SOME YEARS AGO there was a movement toward the very small kitchen and away from the huge, spacious room that required many steps. Present day kitchens should be just right in size to accommodate all of the needed equipment and appliances that make for better kitchen operation and yet conserve space. Most people nowadays ask for a kitchen about 10 ft. x 12 ft. in size, with the sink located below a window and plenty of counter space.

EVERY KITCHEN must contain a sink, range, refrigerator and storage space for foodstuffs. Work counters and tables should be about 35 inches off the floor and covered with some easily-cleaned material such as linoleum or a plastic. Glass and plastics play an important role. There should be large windows for light and air and surely a window overlooking the play-yard where the mother may keep a watchful eye over the children outside.

BY CAREFUL PLANNING and the use of well-arranged stock kitchen units such as counters, cases, drawer sections, etc., a small kitchen is actually enlarged and more space made available for storage. ***Streamlined Breakfast Counters***, designed for hasty meals,— very practical equipment, are taking the place of the old-fashioned breakfast table in the kitchen.

FOR SANITATION, walls of washable fabric, linoleum, plastic, wallboards or board tiles, make a practical finish. The better enamels applied directly over the plaster wall also offers you a good solution.

GAIETY may be the note of decoration in your kitchen, for the use of color is running riot in that room today. Potted plants on window ledges or placed on corner shelves form a gay and welcome note.



SOME OF THE NEEDS of the Modern Kitchen are:

A desk where household accounts may be kept, where an extension telephone may be placed;
A small radio;
A bookshelf for cookbooks and telephone books;
A pigeonhole or place for household bills.

ELECTRICAL SERVANTS play an important part in every kitchen,— garbage disposal units, dishwashers, deep freeze storage boxes and the like. By all means have plenty of electrical outlets properly wired for modern appliances. An electrically-operated exhaust fan is very desirable where the kitchen opens directly into another part of the house. This fan will not only exhaust cooking odors but will help to keep the kitchen cool.

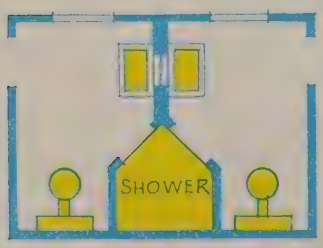
FLOOR COVERINGS that may be easily cleaned are important. Linoleum or rubber tile is as yet one of the best materials.

TOMORROW'S BATHROOMS

TWO BATHROOMS in every house would be very desirable and a good investment if the building fund will stretch that far. The bottleneck of bathroom usage usually comes during the early morning rush hours, so here are a few suggestions that might help to solve this problem:

1. Install a lavatory and water-closet on the first floor. It will offer yeoman service during the morning rush. It will save many steps for all during the day and be very convenient for children coming from the play-yard.

2. Where there are two baths, one on the first and one on the second floor, one may be smaller than the other. The one rendering the greatest service should be the larger.



3. The first floor lavatory may be dressed up into a very gay and attractive powder room which may be used by guests as well as the family, and many times will save the climbing of stairs for all.

4. Another possible arrangement to secure extra bathroom facilities is to ***divide the bathroom into two compartments,*** placing the tub or shower in one and the lavatory and watercloset in the other. These should have a door between.

5. Still another arrangement is to ***place the shower between two compartments*** as shown in the plan. This will further increase the utility of the given bathroom space.

One of the newer bathroom ideas is to have a charming dressing table built into the room with a large mirror and handy drawer space for cosmetics. The lady of the house will appreciate this arrangement.

Most people like a gay bathroom, and this is one place where color may run riot with bright floors, walls, colored fixtures and crisp, cheerful draperies.

Accessories are important; a medicine case is mandatory.

BASEMENTS

YOUR BASEMENT may be a very livable section of the house if you plan in advance for its proper use. The desire of most families is to have more space for recreation and informal social gatherings, and the basement is a good location for these activities. The advantage in having a basement is that in it may be located the heating plant, coal storage, laundry, possibly a shower and toilet, fruit closet, hobby and recreation rooms.

IN MANY FAMILIES the basement is used during the harvest season as a canning center; it separates this task from the usual and daily kitchen chores and is a much cooler and more comfortable place to work during hot weather. Where a large amount of home laundering is done each week, the housewife will find a basement desirable since it provides space for drying clothes when weather is bad.

IF USED FOR SOCIAL ACTIVITIES, try and separate the working portion of the basement, such as the heating, laundry and fuel storage, from the recreation section by means of a tight partition. ***A small sketch is shown here illustrating this idea,*** but each house will have a different solution.

THE STAIRS to the basement should end near or in the recreation room. In building a basement recreation room, be sure to lay it out for the purpose of its use, such as a card room, a hobby room, a social room, a pistol range or a bar and snack center.

YOUR BASEMENT SOCIAL CENTER may be constructed to appear like the interior of a woodsy cabin by the use of log siding on the walls; it may assume a nautical aspect by the use of marine details; or the walls may be paneled with any one of a number of decorative wallboards or with knotty pine. This is a room of many possibilities.

A FIREPLACE is most desirable in the recreation room where weiners or steaks may be broiled, corn popped, and groups may gather around the open fire. It will also be handy to have a gasplate or small range for the preparation of snacks or informal meals.

WET AND DAMP BASEMENTS are a constant source of trouble and irritation to their owners. To build a waterproof and damp-proof basement requires good original construction, particularly if the soil is heavy and surface water likely to seep in through the walls. Sewers may be inadequate or there may be bad drainage with the consequent disaster of sewage backing up into the basement during heavy rains. Waterproofing of outside walls, proper drainage around the house and adequate sewers are all very important to health and a satisfactory basement. It is best if you can extend the basement above-ground so that large windows may be set in above grade. Light and ventilation help to keep down condensation and the tendency of dampness. The stairs to the laundry yard will be shorter if the basement is not so deep.

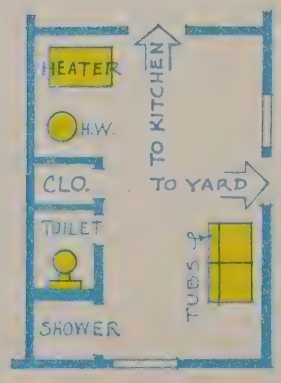
A door direct from the laundry to the drying yard will be found very convenient, particularly if there is a children's playroom in the basement and they run in and out for games and toys to use in the yard.

UTILITY ROOMS

THE TREND seems to be bringing about a change from a basement toward the utility room. Many, nowadays, would prefer to have a utility room built near the first floor level of their house than have a basement built under it. Originally the basement was used mainly for food storage and later the heating plant, with the consequent storage of fuel, was located there. Now homes can have modern heat, practical and beautiful heating plants, with full automatic controls, using fuel such as oil and gas. It is not necessary to locate these plants in a basement.

THE UTILITY ROOM is a great convenience for the housewife where it is near the same level and in close proximity to the kitchen, for it saves her many steps. In general, where there is a large family and much laundering, preserving and canning to be done, the basement is a desirability. If the family is small or its members are advanced in years, the utility room is preferable.

The utility room should be large enough to provide for a neat, compact automatic heating plant; for laundry tubs; a closet for brooms, mops and the vacuum cleaner; for shallow storage space (behind doors) for canned goods and preserved foods. In some cases it would be most convenient and useful to have a shower and toilet built into the utility room, particularly if there are children in the family who play outside. This might also be found a solution of the problem of a second bath.



Since it serves as the laundry, it should be accessible to the drying yard.

HOBBY ROOMS

IN ALMOST EVERY FAMILY some member has a hobby. Tomorrow's home should provide a room where hobbies may be cultivated away from other activities of the household.

THIS ROOM SHOULD BE ADEQUATE for the use to which it will be put and must be complete with all the necessary furniture and fittings to fully implement this interest.

A POPULAR HOBBY nowadays is woodworking. This calls for a workshop where lathes, bandsaws, and woodworking tools may be needed. This room is best located in a basement with a good foundation where power machines may not cause undue vibration.

PHOTOGRAPHY may be the hobby followed, and this will call for a darkroom or what we might call a laboratory.

WEAVING, ART, SCULPTURE, or perhaps a trophy room may be put in such a hobby room space. Bookshelves and cupboards are necessary, and the room should be at the side so it does not furnish the passage-way to other parts of the basement.

DAYLIGHT is desirable and ample artificial lighting should be provided; good ventilation should be guaranteed.

ATTICS

WITHIN THE PAST FEW YEARS the attic has come into its own. People have found that the waste space in the attic has been overlooked and that by insulating and making a few minor additions when building, extra bedrooms with a bath may be built there, allowing more room for real living.

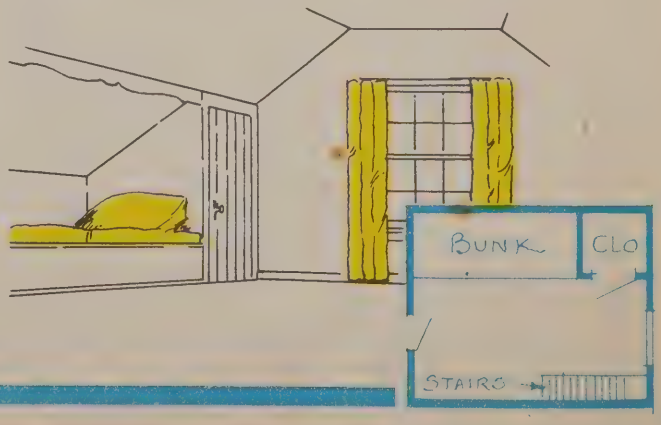
MANY USES have been found for this space in the long-neglected attic. ***Bunks built under the eaves*** will be found quite comfortable for emergency use or for overflow of guests. These bunks may be easily constructed by using standard-sized bedsprings and mattresses on a simple built-up base. Portholes or small casement windows built into one wall over the bunks are practical and give better air and ventilation.

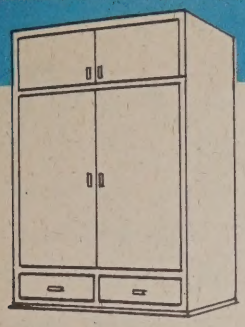
IN THE ATTIC may be found an excellent place for a much-needed sewing room which should be complete with cabinets, a cutting table, a built-in pressing board, and electric outlets for iron and electric sewing machine.

OF SPECIAL MENTION is storage space often needed in the small house, which may be provided in the attic if adequate cupboards and closets are provided to receive clothing and other articles to be stored there.

IN USING AN ATTIC SPACE, insulation is most important, as are good ventilation and light. Windows in the gables or in dormers built into the roof may solve this problem. It is essential that there be adequate headroom in the attic if its space is to be utilized.

IN BUILDING YOUR HOUSE, if you do not finish the attic when construction is going on, it is wise to carry the heating stacks up to the attic as well as the main plumbing pipes, so that if you decide later to complete the attic for livable space, all that is necessary is to install fixtures. There must be adequate headroom for a stairway. Collapsible stairs may be built into the ceiling and when not in use folded up and out of sight. These may be secured from any lumber dealer.

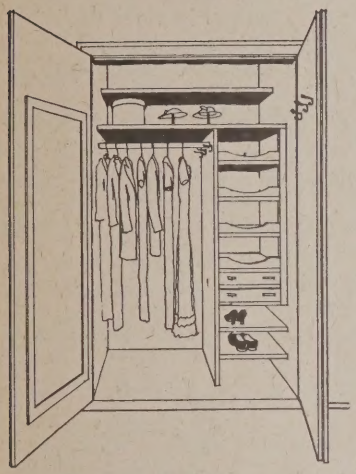




CLOSETS AND WARDROBES

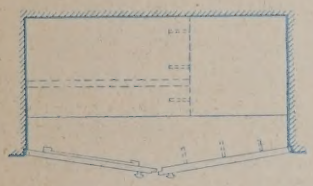
NO HOME ever seems to have enough closets or wardrobes. Inadequacy of closet space is a common complaint. Closets should be properly planned and equipped, and should be built to meet the requirements of the particular articles to be stored there.

AMONG THE CLOSETS and storage rooms in every house should be space for indoor and outdoor clothing; a broom, mop and vacuum cleaner storage; linen closet; cedar closet for woolens; space for winter or summer garments when out of season; fruit and vegetable storage, canned goods cupboards; adequate space for china and cooking utensils; a place for card tables, games and magazines, golfbags, etc., and it would be nice to have a place for work clothes in case much gardening or yard work is done.

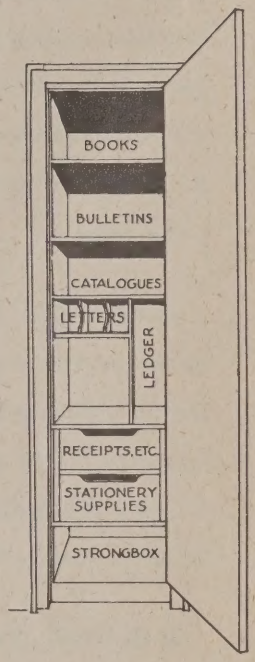


IT SEEMS that the closet about two feet deep is better adapted to most uses than one deeper. For a clothes closet, hanging rods should be provided. Where there is a long, shallow closet, a door at either end is desirable.

IF YOUR HOUSE PLAN PERMITS of a closet in which a chest of drawers, shoe racks, hat racks, etc. may be built, it will add to the neatness of housekeeping and appearance. *Closets may be partitioned in various ways* to accommodate, in general, the articles to be kept in them. This promotes orderliness. At right is an example of what may be done with a small closet to hold home business materials.



FOR ADDITIONAL STORAGE SPACE, wardrobes may be employed. These can be portable and moved from room to room as requirements change.

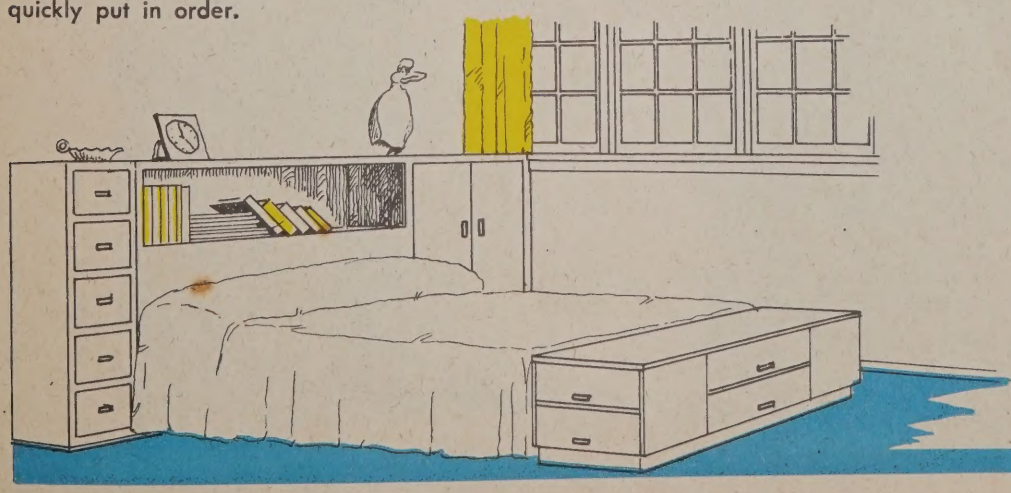


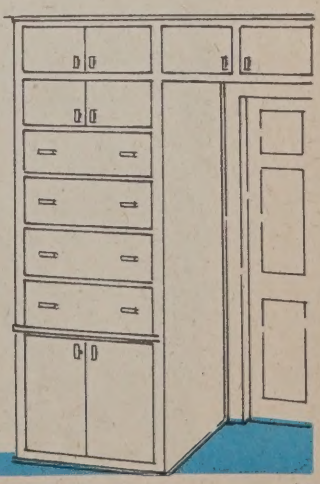
BUILT-INS

MODERN HOUSES have much furniture built in such as beds and bunks, dressers and chests of drawers, and particularly can the built-in dressing table prove most attractive.

THIS IS A LABOR-SAVING ARRANGEMENT, as it is not necessary to clean and mop under several pieces of furniture in the room. More important, it is a method of dramatizing your room and making it of efficient use and quickly put in order.

FOLLOWING THE TREND of modern furniture, more and more we see built-in living room pieces such as bookcases, davenports, seats, magazine racks, radios, record cabinets and tables. In the dining room we see china and corner cabinets and snack bars. The utility of built-in cabinets and counters in the kitchen is obvious. Built-ins are always of simple design, and well finished.





ACCURATE PLANS ARE FIRST ESSENTIAL IN BUILDING A HOME

HOME BUILDING is a complicated process in which a mistake means a loss in time, money and satisfaction. To build a satisfactory home — with no after regrets — we strongly recommend the use of carefully made, accurate blue-print working plans. It is essential, safe and economical to first construct the house on paper. Accurate plans and specifications must be submitted to a loaning agency for its approval when you apply for a mortgage loan on a new home.

EXPERIENCED DESIGNERS. Years of experience in house planning and construction and an architectural department composed of skilled draughtsmen, architects, and engineers, are the elements upon which plans of the utmost accuracy and completeness in regard to design, strength, durability, and comfort and home conveniences, are created.

BLUE PRINT PLANS. Our blue print plans include the following complete drawings for each design: Basement or foundation plan, first floor plan, second floor plan, front elevation, right side elevation, left side elevation, rear elevation, sections and detailed drawings, all necessary framing plans. All working plans are drawn to standard scales. Blue prints for each design are available.

REVERSED PLANS. Obviously, a plan designed for a lot facing east will not result in the best exposure when your lot fronts to the west. Plans of homes as illustrated in this book are available either as shown or reversed, as may be required.

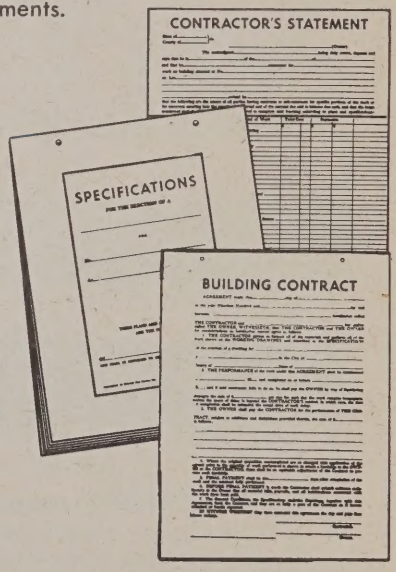
SUPPLEMENTARY DETAILS. Further supplementary details for any of our plans will be furnished upon request.

CHANGES IN PLANS. Any of these plans can be revised to suit your special requirements.

SPECIAL PLANS TO ORDER. We are prepared to furnish accurate working drawings made according to your own ideas and requirements.

SPECIFICATIONS

. . . are statements of particulars which tell what you are going to receive in materials and workmanship for the construction of your home. Contractor's statement and building contract forms are also included.



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